MAY 11, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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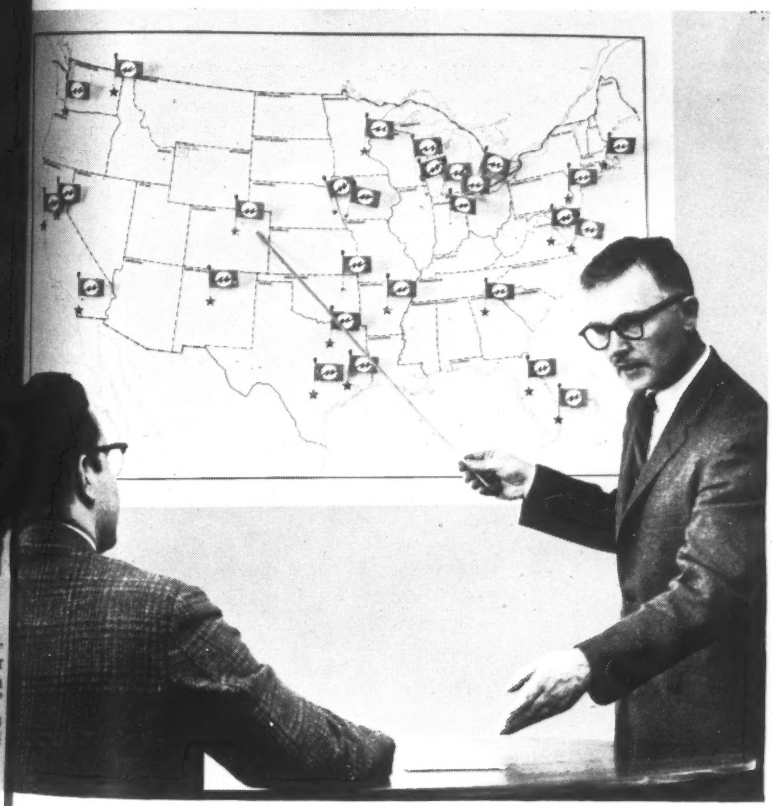


did you know that

75% of the top advertisers in the country are consistent users of Spot Radio?

Just one more proof that Spot Radio is a powerful sales-maker!

KOB	Albuquerque	WINZ	Miami	KCRA	Sacramento
WSB	Atlanta	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis–St. Paul	KFMB	San Diego
WFAA	Dallas–Ft. Worth	WTAR	Norfolk	KOBY	San Francisco
KOSI	Denver	KFAB	Omaha	KMA	Shenandoah
WKMH	Detroit	WIP	Philadelphia	WNDU	South Bend
WANE	Fort Wayne	KPOJ	Portland	KREM	Spokane
KPRC	Houston	WJAR	Providence	WGTO	Tampa-Orlando
WISH	Indianapolis	WRNL	Richmond	KVOO	Tulsa
KARK	Little Rock				

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

BIG AGGIE RATES HIGH IN HAVANA

(SOUTH DAKOTA)

Havana is just one of thousands of cities and towns in Big Aggie Land—the vast, 175-county coverage area defined and delivered by WNAX-570. Whichever town you choose, you'll find Big Aggie an old and trusted friend.

There are 609,590 radio homes in Big Aggie Land. And WNAX-570 delivers a 66.4% share of audience. It's a well-to-do market, too. The 2¼ plus million people who live in Big Aggie Land have a spendable income of over $3 billion.

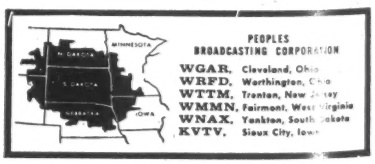
Profitable promotion in Havana—or anywhere in Big Aggie Land—begins with WNAX-570. See your Katz man.

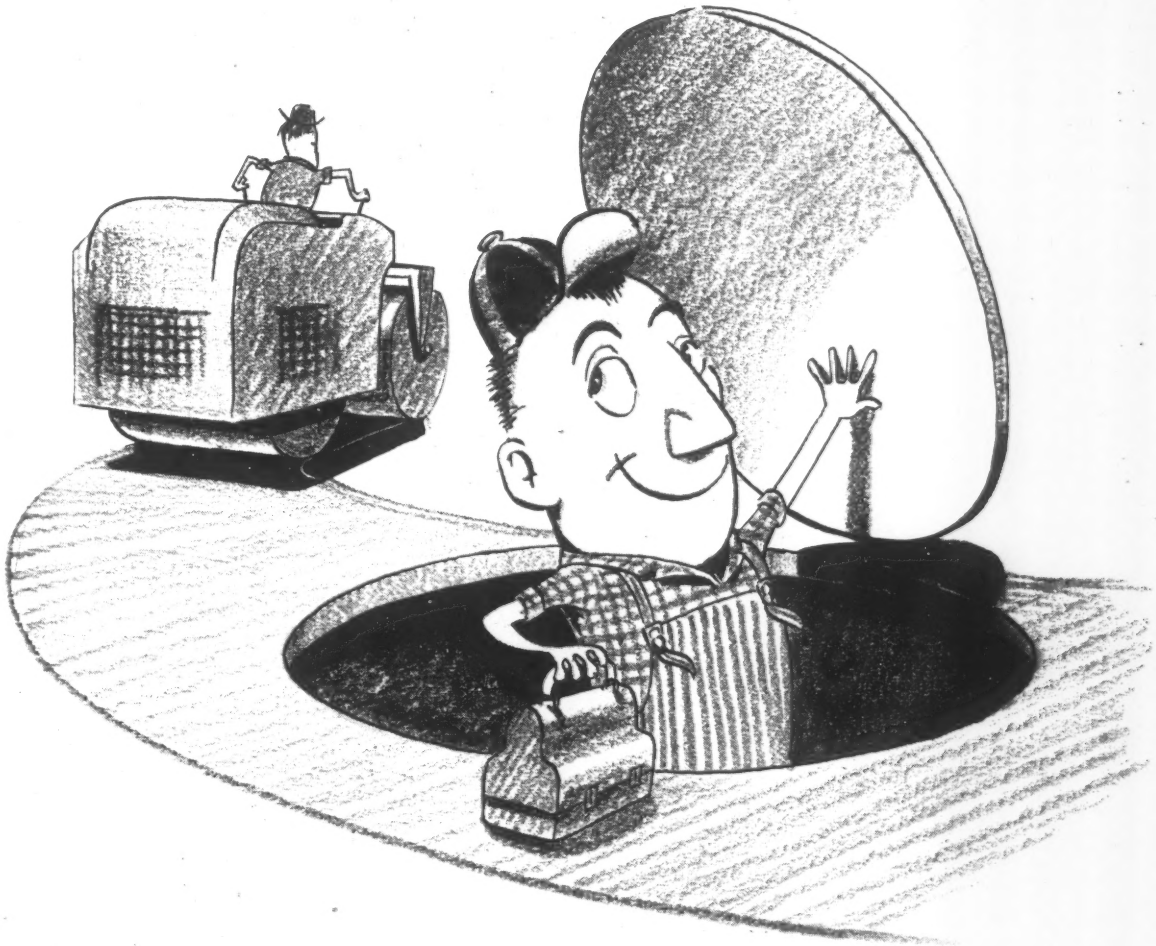
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Yankton, South Dakota Sioux City, Iowa





Coverage that Counts!

Easiest way to get the coverage you need in the vital Lansing-Flint-Jackson area is with the one channel that gets you all three big markets. Now in its 10th year WJIM-TV serves mid-Michigan's 450,000 TV families with the best programs from all three networks.

WJIM-TV

Strategically located to *exclusively* serve

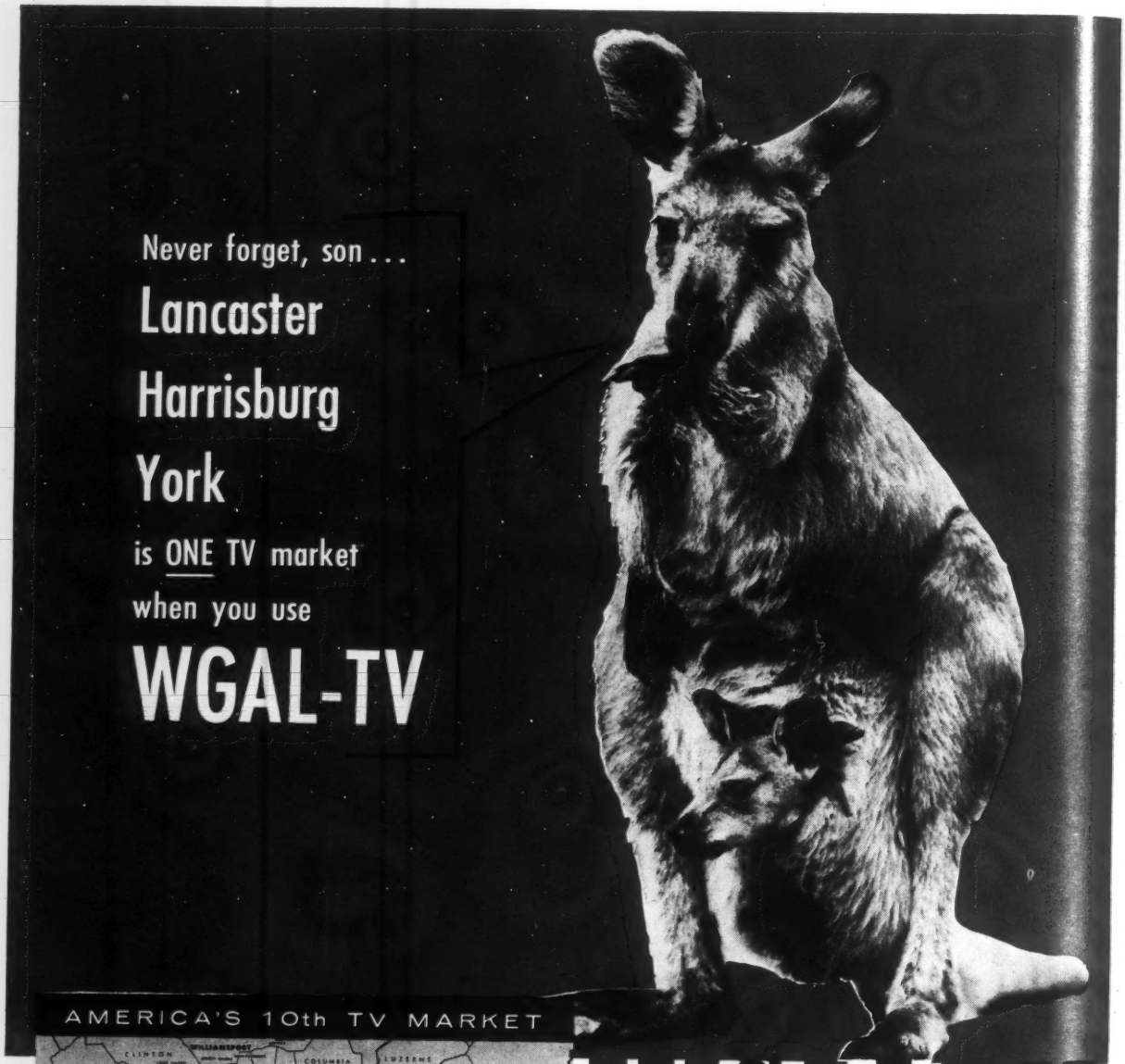
LANSING.... FLINT.... JACKSON

Basic CBS

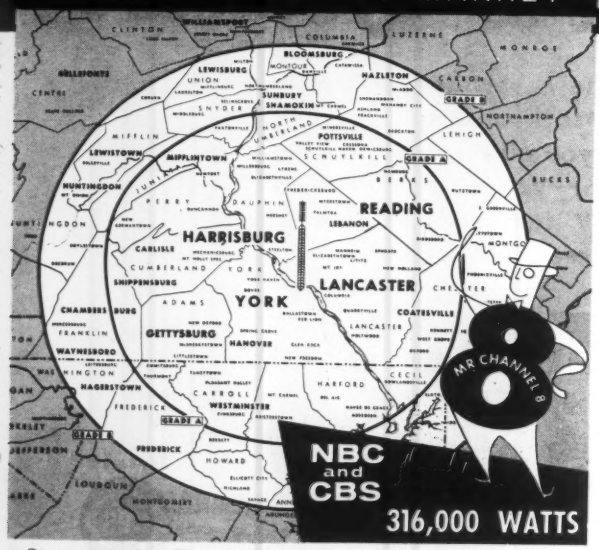
Represented by the **P.G.W. Colonel**

NBC... ...ABC

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



AMERICA'S 10th TV MARKET



WGAL-TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Hurt that helped • Advertising plans for Preparation H, hemorrhoid remedy, haven't been hurt by NAB Television Board's punitive action against eight television code subscribers who defied Tv Code Review Board's directive to cancel Preparation H commercials (BROADCASTING, May 4). Last week Whitehall Pharmacal, maker of Preparation H, added $250,000 to its spot tv budget, and Ted Bates, its agency, asked station representatives for availabilities for new schedule to begin within month. With new budget, Preparation H will be spending nearly $1.5 million a year in spot tv.

So far Whitehall has had no trouble maintaining existing list of stations carrying Preparation H's forbidden copy. None of the 142 stations, including 68 code subscribers, has cancelled in week since code board's order. Interesting footnote: one station represented by member of NAB Television Board has been and is carrying Preparation H schedule, according to Bates records.

Chesterfield's network • Chesterfield cigarettes (Liggett & Myers Tobacco Co.) is all over ABC-TV's fall schedule in unique pattern for cigarette advertiser. On three nights alone, Chesterfield will sponsor alternate hour of each following programs all slated for 9:30-10:30 p.m.: *The Alaskans* on Sunday with P & G picking up other half, *Adventures in Paradise* on Monday and *The Untouchables* (Desilu package) on Thursday, with alternate hours of last two still open. And for good measure, Chesterfield also is adding two half-hour weekly shows on ABC-TV by sponsoring half of *Black Saddle* (which moves from NBC-TV) and new *Rebel*, Goodson-Todman production that is slated for Sunday, 9-9:30 p.m. with P & G again joining in sponsorship. McCann-Erickson, New York, is agency.

Box-office notes • Notion that tv play-by-play kills box office being given lie in Milwaukee, home of Braves. National League team, as hot this year as last, is averaging only 15-16,000 per home game as against 22,000 last year. There have been no telecasts either of home or road games last year or this.

Tv eyes are on Milwaukee for another reason. With FCC's approval last Thursday of renewal of ch. 18 WXIX license and transfer to WMIL owner, Gene Posner, for $50,000 from CBS, insiders expect Zenith to resume negotiations for pay tv test on that facility in line with FCC's new test rules. Zenith, of course, hopes to get Braves' games on pay tv basis as centerpiece of test.

Trust-buster • It may be some time before administration chooses permanent successor to Victor R. Hansen who resigned month ago as assistant attorney general in charge of Dept. of Justice's Antitrust Div. Robert A. Bicks, 31-year-old assistant to Judge Hansen, has been acting chief since his old boss left and would like to move up. He is opposed for his tough policies by some big business supporters of Republican administration but does have substantial political support.

Milk fund • American Dairy Assn. is toying with idea of media indoctrination campaign to offset what it considers unfavorable press (national news magazine and newspaper) allusions to effects of radiation (such as strontium 90) and other agents on dairy products. Organization is considering aggressive campaign among broadcasters and print media to counteract publicity. One possible facet: tiein of some kind with NAB fall conferences around country.

Tape remotes • Indicative of growing importance of video-tape programming is formation of new organization, Production Alliance, which plans to specialize in on-location taping of special events through use of mobile equipment. Heads of company are Clay Yurdin and Phil Mellilo, who have been active in tv directing and producing, respectively. Initial major assignment: tape production of Mrs. America contest from Fort Lauderdale, Fla., in late June, slated for presentation on CBS-TV.

Awards, awards • Whether they're Emmies or Oscars, there's unanimity among critics that tv presentations have little to commend them and that unless some new technique is developed and categories reduced to meaningful limits, they should be abandoned. This was view after last month's movie Oscar awards. It was even more pronounced following last week's Emmy awards (story, page 78).

To get away from glut of awards in late spring season, board of directors of National Academy of Recording Arts & Sciences is seriously considering holding second awards dinner this fall, making it annual fall event thereafter. Last week, first NARAS "Grammy" awards ceremonies on Monday were sandwiched between L.A. Ad Women's "Lulu" awards luncheon on Sunday and Academy of Television Arts & Sciences "Emmy" awards on Wednesday (story, page 78).

Drop-ins • Although FCC discussed new vhf tv drop-ins for at least three markets (Fresno, Columbus, Ga.; Baton Rouge-Hattiesburg) at its meeting last Wednesday, it was unable to resolve them and deferred further consideration for two weeks (until May 20 meeting). FCC Chairman John C. Doerfer, in Japan on cable mission, then will be on hand and in position to break reported 3-3 tie. (Craven, Ford, Cross for; Hyde, Bartley, Lee either against or undecided.) These drop-ins would not entail deviations from existing mileage separations but, like some others under consideration, require acquiesence of Mexico or Canada.

Buick's the buy • Details still are under wraps but Buick Div. of General Motors Corp., Detroit, reportedly will sponsor six Bob Hope specials next season on NBC-TV and four 90-minute shows in alternate positions in *Playhouse 90* spot on CBS-TV, Thursdays, next fall. CBS-TV foursome will be based on Ernest Hemingway stories. Agency is McCann-Erickson, New York.

Field trip • Miami's ch. 7 case (WCKT, owned by principals in *Miami Herald* and *Miami Daily News*, plus former NBC President Niles Trammell) comes under scrutiny this week with departure of FCC Associate General Counsel Edgar W. Holtz and attorney James Brennan for preliminary investigation in Tampa and Miami. They will interview those mentioned in House Legislative Oversight Committee proceedings, including Mr. Trammell and John S. Knight, and hope to have investigation completed within two or three weeks. Actual hearings, assigned to FCC Examiner Horace Stern, are expected to get under way by June—assuming completion of testimony in Mack-Whiteside trial before Federal District Court in Washington (story page 71).

Incentive plan • United Artists Television is said to be near deal that could act as strong magnet to movie producers who haven't yet tried tv. UA-TV's plan is ambitious tv anthology to which independent motion picture producers—who work under contract for UA-TV's parent United Artists Corp. but never before in tv—would contribute at least one filmed program. In addition to anthology, UA-TV would consider using any one of episodes if it has promise as peg for individual series.

Experienced hands open a new chapter in Milwaukee TV.
For the first time all of the people of Milwaukee can see CBS programs which are now on VHF Channel 6,
WITI-TV a Storer Station
Backing up the great CBS lineup of stars are over 3,000 top movies from Paramount — MGM — 20th Century Fox — Screen Gems, and many others. And experienced Storer management assures integrity of operation and close identification with the community's best interests.
For details on the big change in Milwaukee TV, see your BLAIR TELEVISION ASSOCIATES rep.
Storer Broadcasting Company
Storer Television
WITI-TV Milwaukee
WJBK-TV Detroit
WJW-TV Cleveland
WSPD-TV Toledo
WAGA-TV Atlanta

WEEK IN BRIEF

MR. SIMMONS

Fact and three fables • Aesop might have told these tales in some other fashion, but the morals would have been the same: don't scare off your prospect by loud argument with a competitor; merchandising benefits may clinch the sale, and don't overprice yourself. These words of wisdom are pearls from the pen of John C. Simmons, national advertising manager, Dr. Pepper Co., Dallas, and they're sprinkled generously in this week's MONDAY MEMO. Page **25.**

Dept. of Justice vs FCC • Attorney General calls FCC's Lar Daly ruling requiring equal time after rival candidates were shown in newscast, a blow at public interest, democratic government and news coverage of political campaigns. Page. **27.**

March billings roar • Tv networks gross time purchases hit over $55.5 million mark, for gain of 12.2%. TvB's report on network gross billing for March and January-March. Page **32.**

Top network advertisers • TvB reports Whitehall's Anacin as No. 1 brand expenditure in February, P&G leading advertiser and food advertisers continuing ahead of the pack in product category. Page **32.**

Cultural tv spree • CBS-TV plans a splurge of informational one-hour specials beginning this fall on a monthly basis, eventually weekly, if networks are allowed to keep their status quo. That's message of CBS President Frank Stanton to the Ohio State U.'s Institute for Education by Radio-Tv last week. IERT also scans educational tv field. Page **50.**

NABET-NBC stalemate • Network rescinds its NABET contract on ground union violated "no strike" clause; union calls this "a unilateral and irresponsible act." Page **57.**

Commission's option • FCC almost eliminated itself from option time regulation entirely; Bartley motion last month to "cut out" Commission from any supervision over option time lost by only one vote. Page **64.**

Probe of programming • No fireworks as FCC starts taking evidence in television network program practices study. First phase consumed with records; inquiry to be resumed after July 1. Page **64.**

The v' shortage • FCC considers, briefly, temporary vhf drop-in actions; staff document lists 36 cities which have less than three v's. Another review possible next week. Page **66.**

Fred Astaire's Emmys • Dancer's telecast draws nine awards. NBC-TV programs win 26, CBS-TV 16 and ABC-TV 2. Page **78.**

Alltime RCA record • First quarter net after taxes is $12.9 million, 44% above same period last year. "NBC is not for sale," says RCA Chairman David Sarnoff. Page **95.**

Payoff in Britain • Commercial tv is prospering there, according to a series of special reports that spell out programming trends as well as the dollars-and-cents aspect. Page **98.**

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buy four

markets with

one purchase,

save enough

to buy a fifth

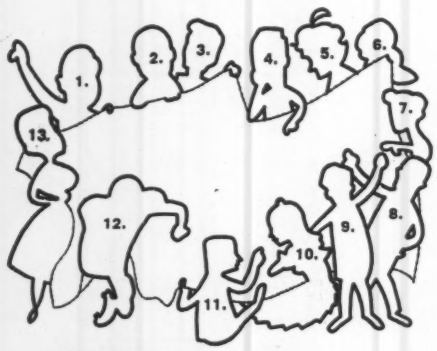
medium market

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

IT'S ALL SEWED UP!

Key to ABC Radio personalities above



ENTERTAINMENT
1. Don McNeill
2. Peter Lind Hayes
3. Mary Healy
5. Fran Allison
7. Frankie Avalon
10. Alene Dalton
13. Eydie Gorme

NEWS
4. John Daly
8. Quincy Howe
9. Paul Harvey
11. Bill Shadel

SPORTS
6. Howard Cosell
12. Notre Dame Football

Now more advertisers than ever before can piece together some of the strongest – and largest – station line-ups ever made available over network radio. Where? On the *expanded* ABC Radio Network!

With the addition of Don Lee (a No. 1 regional network) and the affiliation of the important Intermountain and Arizona Networks, ABC has added more than 50 new stations to its powerful line-up. A line-up, by the way, that carries an extensive array of talent – with entertainment, sports and news personalities like those illustrated above, and a 125-man national and international news staff.

Result: An advertiser can sew up the top 50, top 100 or even the top 200 markets with ABC's superior inside coverage – now stronger than ever before!

We wouldn't want to needle the competition, but if you're looking for penetration, where else would you look but ABC?

ABC RADIO NETWORK

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 27

SPRINGFIELD CH. 2 REMANDED

Court expands ex parte contact ruling

Private conversations with FCC commissioners cannot be excused even if case involves rule-making rather than adjudication.

This is what U.S. Appeals Court said Friday in sending back to FCC Springfield, Ill., ch. 2 case—with orders to hold special hearing to investigate charges of *ex parte* representations and qualifications of commissioners to vote.

FCC in March 1957 shifted ch. 2 from Springfield to St. Louis, assigned it temporarily to KTVI (TV) there. St. Louis ch. 2 station, now on regular license, is owned by Harry Tenenbaum, Paul E. Peltason, 37.5% each; *St. Louis Globe-Democrat*, 25%, and stockholders of Louisiana Purchase Co. holding options to purchase about 10%. Messrs. Tenenbaum and Peltason owned KTVI originally when it operated on uhf ch. 36.

During 1958 Legislative Oversight Committee hearings, Mr. Tenenbaum acknowledged that he had seen various commissioners privately, had lunched with each one at one time or another and that he had sent each commissioner Christmas turkey in 1955 and 1956. He admitted that he had urged move of ch. 2 to St. Louis and had discussed desire to get vhf channel for KTVI (BROADCASTING, June 16, 1958).

Springfield ch. 2 originally was granted by FCC to WMAY that city, but construction was forbidden pending outcome of deintermixture case. When Commission removed ch. 2, WMAY appealed. Appeals Court upheld FCC on merits year ago this month. WMAY then asked review by U.S. Supreme Court. Supreme Court returned case to Appeals Court because of information in Justice Dept. brief referring to Legislative Oversight Committee testimony.

When case was argued again before Appeals Court, Justice Dept. maintained rule of fair play required that no behind-doors representations should be permitted no matter what type of hearing was being conducted. Commission argued that since proceeding was rule-making, *ex parte* contacts should not invalidate decision.

Circuit Judge Henry W. Edgerton, writing for himself and associate Judges Charles Fahy and Walter M. Bastian, stated:

"We agree with Dept. of Justice. Accordingly, the private approaches to the members of the Commission vitiated its action and the proceedings must be reopened."

Appeals decision also ruled that case must be reopened because Commission prescribed cut-off for comments and replies in rule-making case. "The rule cannot be interpreted to permit parties to make off the record contentions that it forbids them to make on the record," decision stated.

Court ordered new hearing, "with the aid of a specially appointed hearing examiner," to determine nature and scope of all *ex parte* pleas and other approaches and "any other factors that might be thought to require either disqualification" of some Commissioners or parties.

Court said FCC could, in its discretion, continue service in St. Louis on ch. 2. It also retained control of case.

In reference to same court's 1956 ruling in Albany, N.Y., deintermixture case, Judge Edgerton said off-record representations excused there on basis matter was about nationwide intermixture problem and record showed FCC did not consider these off-record interviews in deciding Albany deintermixture.

Springfield ch. 2 case is fifth involving backdoor influences remanded to Commission by courts—although it is first involving rule-making proceeding. Other such cases: Miami ch. 10, Miami ch. 7, Boston ch. 5 and Orlando ch. 9.

Guild Films reports data sought by SEC

Guild Films Inc., taken to court fortnight ago by Securities & Exchange Commission (BROADCASTING, May 4), filed delinquent 8-K and 10-K reports Friday listing Guild activities, as required by SEC.

Giving information requested by SEC, 8-K report lists (1) June 1957 contract with Chatham Corp. for $1.25 million in spot time (Chatham subsequently assigned contract to Bon Ami); (2) two August 1957 contracts with Bon Ami, one for spot time at $6 million value, second $1.2 million feature film deal. Guild said both contracted were canceled in February because of "difficulties involved in collecting the monthly [$60,000] payments from the Bon Ami Co."

(3) May 1957 agreement with Glamorene Inc. for $3.4 million in spot time over five years (canceled because of difficulty with agency, Product Services Inc., and Glamorene as to type of spots desired); (4) May 1957 agreement with Nestle-Lemur through Product Services and also for $3.4 million in spot time (canceled for same reason as Glamorene contract, Guild said); (5) October 1957 agreement with Reynard International Inc. for foreign distribution of *Minutes of Prayer* tv series, cost $2,225,000; (6) May 1958 agreement with Robin International Inc. to purchase from Robin 173,000 Guild shares for $519,000, canceled later; (7) June 1958 contract with then Standard Sulphur whereby Guild turned over foreign distribution rights to certain of its properties to Inter-World Tv Films Inc., formed from Standard Sulphur, in exchange for $5 million in debenture bonds and 3 million shares (5 million outstanding) in Inter-World.

In 10-K report filed by Guild, firm disclosed that its operations resulted in $4 million loss for fiscal year ended Nov. 30, 1958. Also, Guild said, losses for three months ended Feb. 28 totaled $350,000.

NBC, NABET talk

Prospects for settlement of three-week work stoppage at NBC by National Assn. of Broadcast Employes & Technicians brightened Friday (May 8) when disputants held session for several hours with J. R. Mandelbaum and scheduled another meeting for Saturday (May 9) at 10 a.m. Neither network nor union spokesman would comment on developments at session but it was reported that general atmosphere had improved. NBC was continuing broadcast schedule with use of about 300 supervisory and management personnel replacing about 1,500 NABET members involved in work stoppage which began April 27 over production of taped program in Paris.

AT DEADLINE

CONTINUED *from page 9*

Hagerty stands firm

In address prepared for delivery over Mutual Saturday (May 9) James C. Hagerty said there would be no live radio-tv coverage of President's regular news conferences "as long as I am the President's press aide." Reason for obduracy: to prevent communist propagandists from getting hold of "human fluff" and distorting it to their advantage. Earlier in week Mr. Hagerty had substantiated his observation that "everybody makes fluffs." At Emmy Awards ceremonies Wednesday (May 6) upon presenting citation for spot news coverage won by CBS to its representative, John Day, he referred to recipient as John Charles Daly (ABC vice president-commentator).

Bolling still grows

Bolling Co., N.Y., radio-tv station representative which last week announced opening of offices in Atlanta, Memphis and Denver, today (May 11) also announces addition of St. Louis and Kansas City offices, opening June 1.

Eugene F. Gray, previously general sales manager at KTVH (TV) Wichita, Kan., and media director at Allmayer, Fox & Reshkin Agency Inc., Kansas City, appointed manager of new Kansas City branch in KMBC Bldg., 11th and Central; telephone: Grand 1-7822. Mr. Gray also will be in charge of St. Louis operation until manager is named there. St. Louis address is 705 Olive St.; telephone: Chestnut 1-4350.

Daly wants hearing

Lar Daly, perennial splinter candidate, said Friday he has asked FCC to reject petition of Attorney General Rogers in Chicago Sec. 315 newscast case (page 27) and has requested immediate personal hearing in Washington.

WEEK'S HEADLINERS

MR. PELLEGRIN

FRANK E. PELLEGRIN, partner, vp and tv sales manager of H-R Television and H-R Representatives, N.Y., slated to assume presidency of Radio & Television Executives Society Wednesday (May 13) at business meeting in New York. Mr. Pellegrin thus scores twice: first executive from station representative field to head RTES and first executive in broadcast field to head both RTES and Broadcast Pioneers at same time (he leaves presidency of Broadcast Pioneers on July 1). Mr. Pellegrin has been active in radio-tv management, sales, promotion and public relations for past 25 years, is author of two books on time sales, was founder and first director of the Broadcast Advertising Bureau of NAB, which evolved into Radio Advertising Bureau and Television Bureau of Advertising.

LEN V. LEVY, previously executive producer and manager of Chicago office of Robert Lawrence Productions, film producer, and formerly executive producer of Kling Film Productions' tv commercial department, appointed chief of radio-tv production at North Adv., Chicago-based agency.

MR. SCHOEN

MR. DOUGHERTY

ARNOLD F. SCHOEN JR., general manager of WPRO-AM-FM-TV Providence, R.I., appointed executive vp of WBDO - AM - FM - TV Orlando, Fla. (Cherry Broadcasting Co.) JOSEPH P. DOUGHERTY, formerly sales manager of WJZ-TV Baltimore, appointed general manager of WPRO-TV effective today (May 11). Mr. Schoen, who will remain in full-time capacity with Providence stations for at least another month, will continue to serve Capital Cities Television Corp. (which bought WPRO-AM-FM-TV in March) as administrative consultant. In Orlando he will also be responsible for acquisition of additional and related properties for Cherry Broadcasting Co. Mr. Dougherty, prior to his WJZ-TV service, was assistant sales manager of KYW-TV Cleveland, both stations being Westinghouse Broadcasting Co. stations.

MR. KINTNER

EARL W. KINTNER, general counsel of Federal Trade Commission, nominated by President Eisenhower to be member of FTC. Mr. Kintner was named to succeed JOHN W. GWYNNE, whose resignation effective June 1 was announced by White House last Thursday (May 7). Mr. Kintner slated to fill Mr. Gwynne's unexpired term until September 1960. With FTC since 1948 when he was employed as senior trial attorney, Mr. Kintner has been its general counsel and chief legal advisor for past six years. Previously he was with United Nations War Crimes Commission from 1945-48.

MR. REED

PINCKNEY B. REED, vp of RCA, appointed to newly-created, top-level position in Washington, where he will provide staff coordination of RCA's business activities with federal agencies and represent company's management. He has been vp of RCA since 1957, and formerly was in charge of RCA International Sales and most recently of educational electronics. He has served RCA continuously since 1930 in various engineering, sales and administrative positions. Mr. Reed was also vp of RCA Service Co. where he organized Government Service Dept.

MR. MCCORMICK

STEPHEN J. MCCORMICK, news editor of Mutual Broadcasting System, promoted to director of network, effective today (May 11). Starting this week, Mr. McCormick will reduce his on-the-air assignments from three five-minute shows daily to one five-minute news broadcast to concentrate on his new duties. He joined Mutual's news staff in Washington in 1957. Mr. McCormick was White House reporter and presidential announcer for WOL Washington from 1936 until 1951, and subsequently was free-lance announcer for several radio programs, including *American Forum of the Air* and *Youth Wants to Know*. From 1951-53, Mr. McCormick was radio-tv counsel to Federal Civil Defense Administration.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

You will find that the Salt Lake City, Ogden, Provo, Utah market now ranks 37th in the United States.*

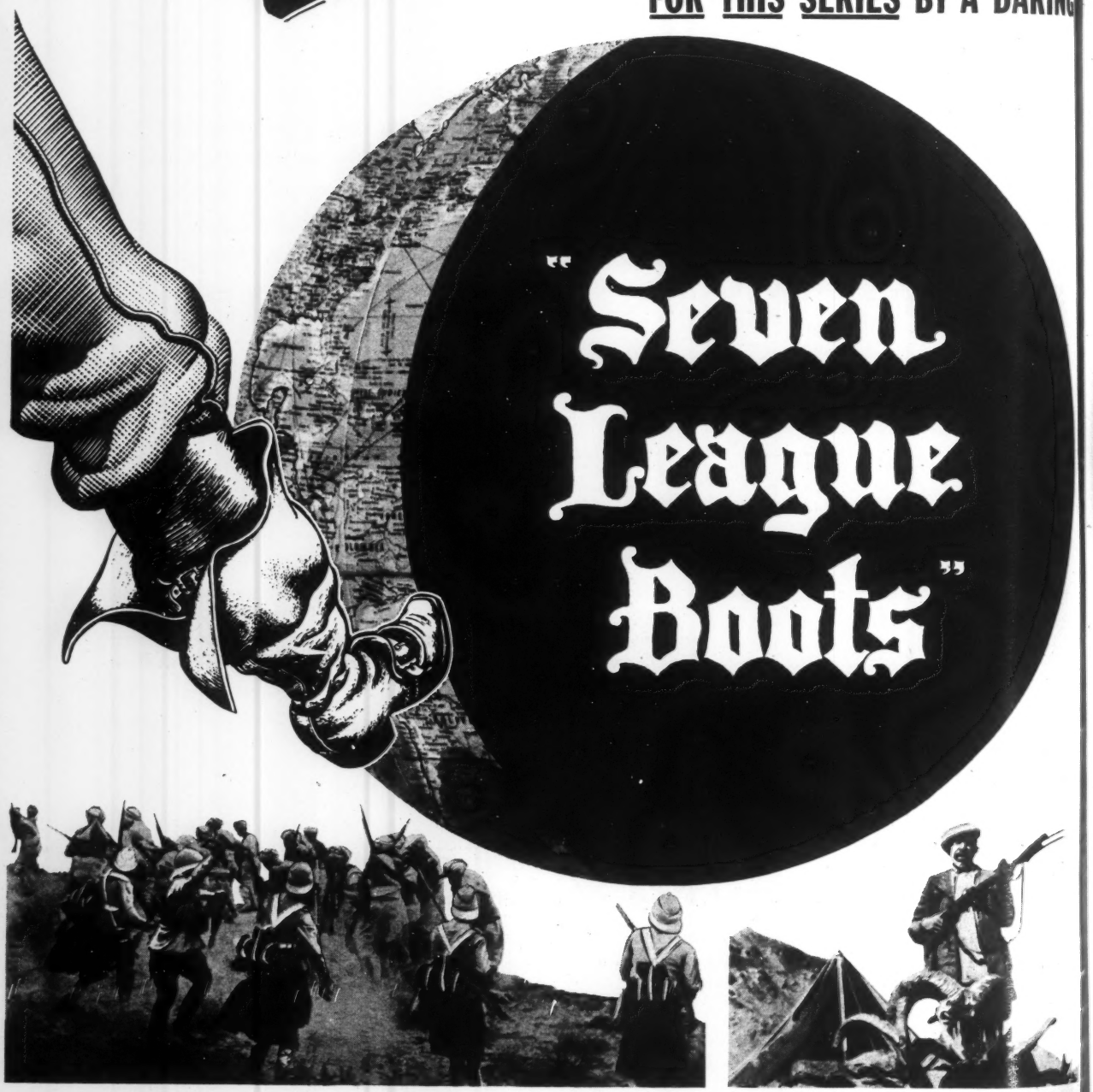
*Sales Management Survey of Buying Power 1959

KDYL KTVT4 NBC Affiliates in Utah more than cover this important market area. National Representative Katz Agency, Inc.

OPENS A NEW
EXCITEMENT ON

39 ACTION-FILLED TRAVEL

FOR THIS SERIES BY A DARING



WORLD OF TELEVISION!

ADVENTURES EXCLUSIVELY FILMED GLOBE-GIRDLING CAMERA CARAVAN!

Producer and Host
JACK DOUGLAS

...who pioneered in travel-adventure shows with such Emmy winning syndicated series as "I Search for Adventure", "The Golden Voyage"...and the NAFBRAT award winning network series, "Bold Journey", sponsored by Ralston-Purina.

An entirely new concept in adventure...a world that would take more than a lifetime to see! Never-before-photographed rituals, untouched beauty, breath-taking exploits and feats! "Sin, Smoke and Singapore", "Dead Sea Scrolls", "The Happy Kingdom of Hunza", "Strong Men of Persia" are just a few of the fascinating titles.

"Seven League Boots" is a family-appeal series unlike any ever produced for television. See it... you'll buy it!

AVAILABLE NOW...CALL

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

DOUBLE
DOUBLE
IMPACT
IMPACT

KBIG
KBIQ

STEREO
STEREO

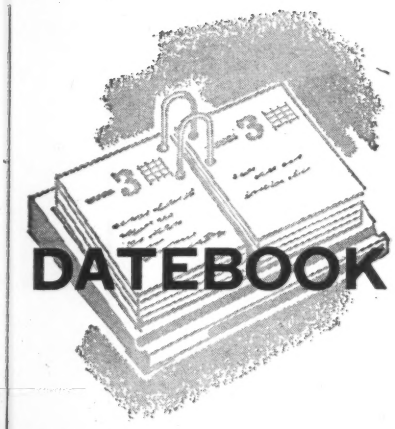
KBIG adult listeners are hearing double! KBIQ-FM adds a new dimension to KBIG radio entertainment...and **advertising effectiveness.** "The Sound of Stereo" reaches over one million AM-FM Stereo homes in 234 Southern California markets. It's the most powerful combination of AM and FM at the **lowest** rate. Half and quarter-hour segments of this exciting **daily** 1:30 P.M. show are available at time rates only.

KBIG

Buy Radio Catalina for all Southern California

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: WEED & Co.

The exciting sound of stereo
740 kc/10,000 watts 104.3 mc/55,300 watts



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12-13—RCA Broadcast Equipment Seminar, Statler Hilton Hotel, Washington, D.C.

May 12-13—Communications Subcommittee of House Commerce Committee hearings on Senate-passed bill (S-12) and seven House bills providing federal grants for educational tv.

May 12-14—Toilet Goods Assn., Waldorf-Astoria, New York. Opening day agenda includes panel, "Power of an Idea," with these participants: Herbert R. Mayes, **McCall's,** moderator; Louis G. Cowan, president, CBS-TV; Edwin Ebel, vice president-advertising director, General Foods; George R. Marek, general manager, RCA Victor Div.; Charles W. Ferguson, **Readers' Digest,** and Dore Schary, author-producer.

May 12-14—Public hearings, Board of Broadcast Governors, Transport Board Rooms, Union Station, Ottawa, Ont.

May 13—Iowa Broadcasters Assn., Hotel Ft. Des Moines, Des Moines. Howard Bell, NAB assistant to the president, will be luncheon speaker.

***May 13-15—Pennsylvania Assn. of Broadcasters,** Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Other speakers: Daniel W. Kops, WAVZ New Haven, Conn., editorializing; Elliott M. Sanger, WQXR-FM New York, new fm developments; Michael J. Donovan, Benton & Bowles vp, agency's view of programming; Robert E. Eastman, "From Rep to Net to Rep"; Thaddeus S. Kelly, McCann-Erickson, and Walter Bowe, Warner-Lambert Pharmaceuticals, agency-advertiser station relations; John J. Ryan, Advertising Federation of America.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

***May 14—U. of Michigan Advertising Conference.** Agency and advertising executives will appear as panel leaders. Theme is the search for certainty in advertising. Speakers include Charles F. Rosen, W.B. Doner & Co., Detroit; Maxwell Ule, Kenyon & Eckhardt; Patrick J. Robinson, Imperial Oil Ltd.; Prof. Irving M. Copi and Prof. Norman R.F. Maier. Michigan, Ohio, Indiana and Ontario advertising groups are cooperating.

May 14—Washington AP Broadcasters Assn., Washington Athletic Club, Seattle.

May 14—NAB Tv Advisory Committee on Video Tape Usage, NAB hdqrs., Washington.

May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln. A discussion of broadcast editorializing is planned as well as freedom of information and radio programming.

May 15—Iowa AP Radio & Television News Assn. annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with **Iowa Radio & Television News Directors Assn** convention.

May 16—Florida UPI Broadcasters, Silver Springs.

May 16-17—Illinois News Broadcasters Assn. spring meeting, Southern Illinois U., Carbondale. Speakers include Sam Sharkey, executive news director of NBC, and Frank Edwards, onetime network commentator now with WTTV (TV) Indianapolis. **Illinois AP Radio-Tv Assn.** annual meeting and **United Press International** business meeting also to be held.

May 18-20—Annual Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 19—Film Producers Assn. of New York, annual industry dinner, Hotel Plaza, New York.

***May 19—Wisconsin Broadcasters Assn.,** Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, and Charles H. Tower, NAB personnel-economics manager, will be speakers.

***May 19**—Broadcasting Day, **Emerson College,** Boston. Theme is international broadcasting. Panel moderator will be Franklin A. Tooke, WBZ-TV Boston. Banquet follows at Hotel Vandome with Henry Loomis, Voice of America director, as speaker.

***May 20-22—Electronic Industries Assn.** 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor. Officers will be elected.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

***May 21-23—Montana Radio Stations Inc.,** Rainbow Hotel, Great Falls.

***May 22—Chesapeake AP Radio-Tv Assn.,** Sheraton-Belvedere Hotel, Baltimore. Topic: "Opening closed doors to radio and tv newsmen."

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

***May 23-24—Kansas Assn. of Radio Broadcasters,** Lassen Hotel, Wichita. Douglas A. Anello, NAB chief attorney, will speak.

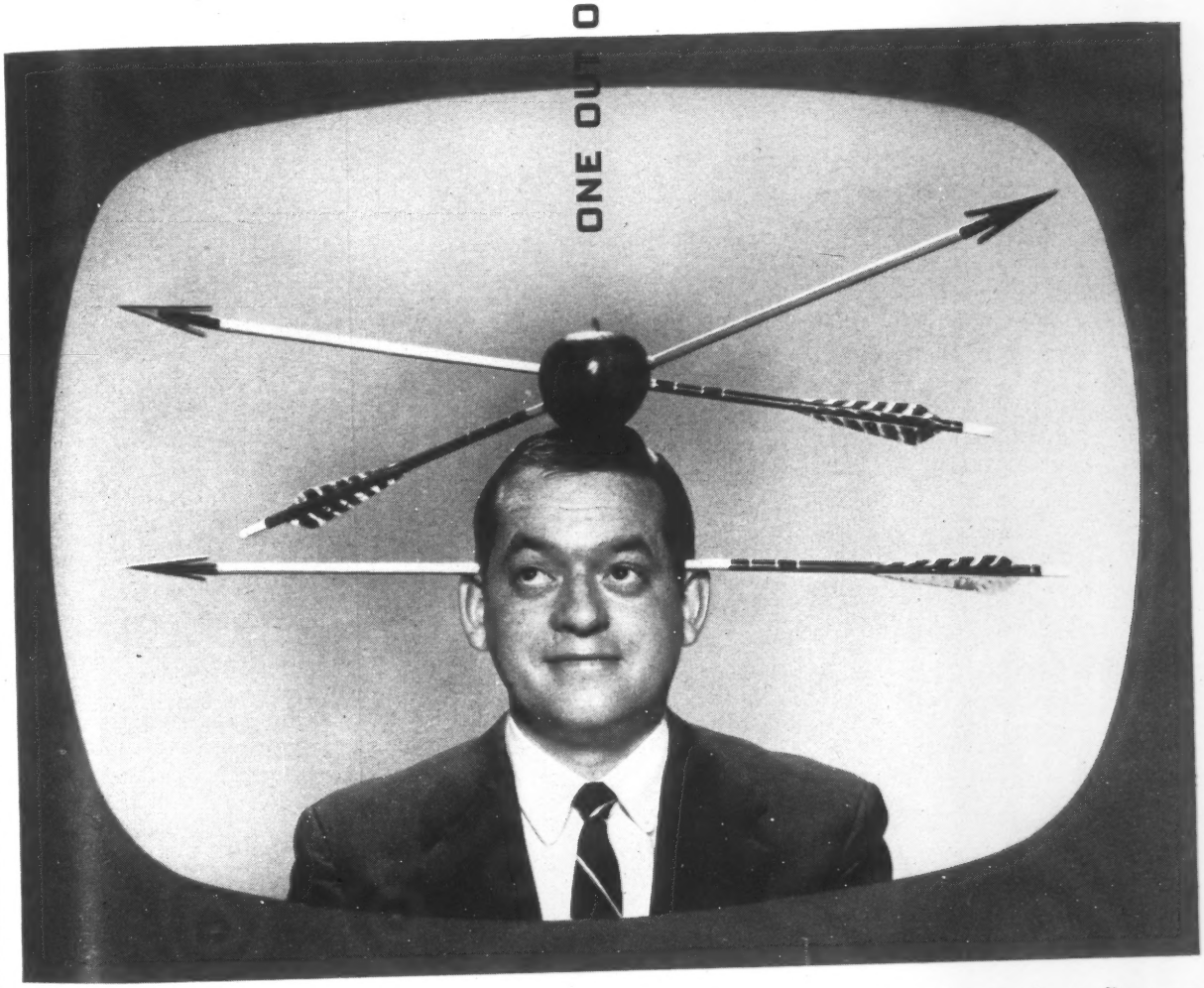
May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

***May 27—New Jersey Broadcasters Assn.** spring meeting, Rutgers U. campus, Rutgers. Topics include single vs. multiple rate and station appraisals.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and

ONE OUT OF THREE WILL MISS



One-third of all commercials today are completely ineffective in selling the product. So says research. . . . 9 out of 10, you will probably agree, are less than great. To score over competition, you must look upon Radio-TV as a *selling medium*, not just a form of entertainment . . . and on the commercial as the most important part of this great selling tool. **N. W. AYER & SON, INC.**

The commercial is the payoff

AWARD

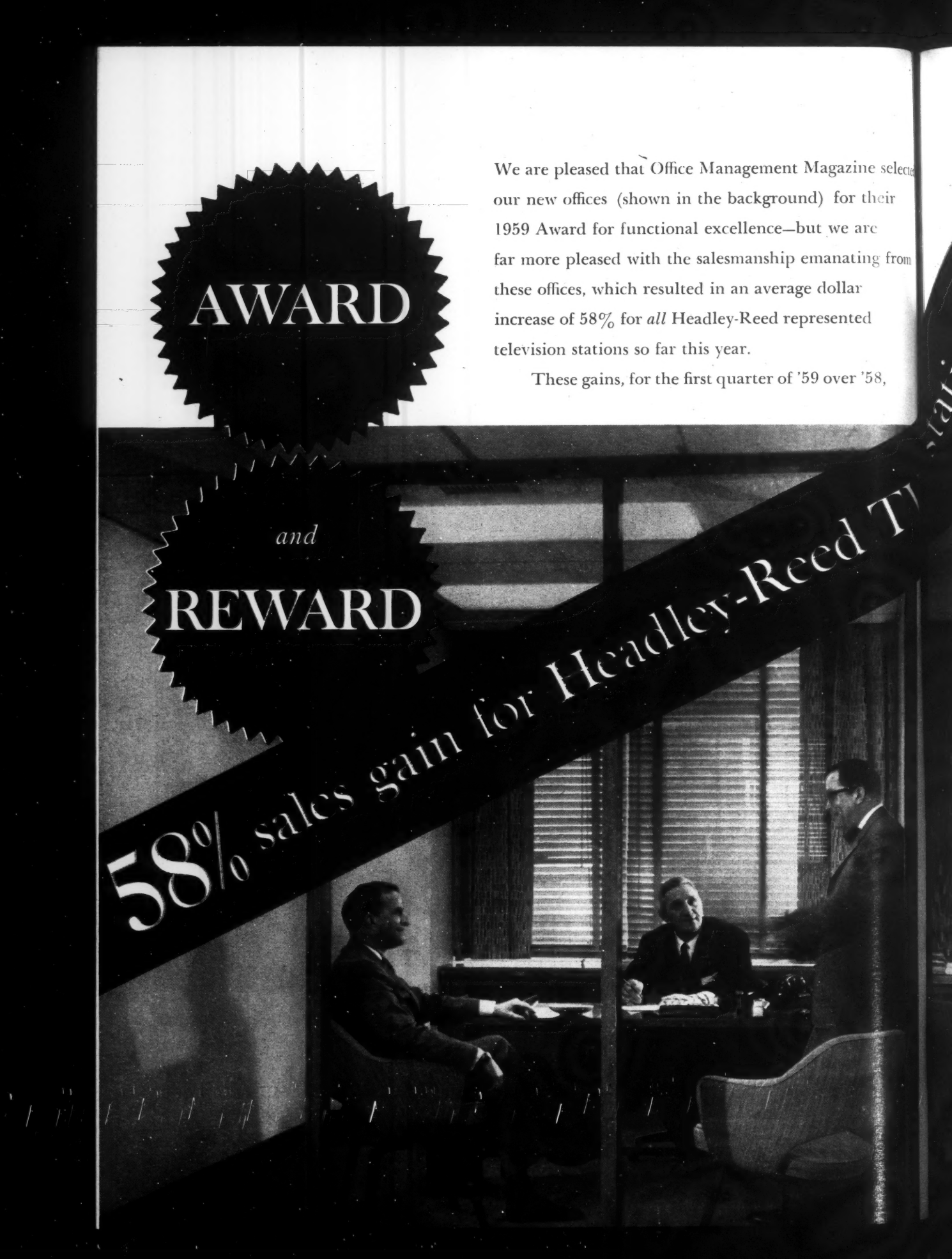
and

REWARD

We are pleased that Office Management Magazine selected our new offices (shown in the background) for their 1959 Award for functional excellence—but we are far more pleased with the salesmanship emanating from these offices, which resulted in an average dollar increase of 58% for *all* Headley-Reed represented television stations so far this year.

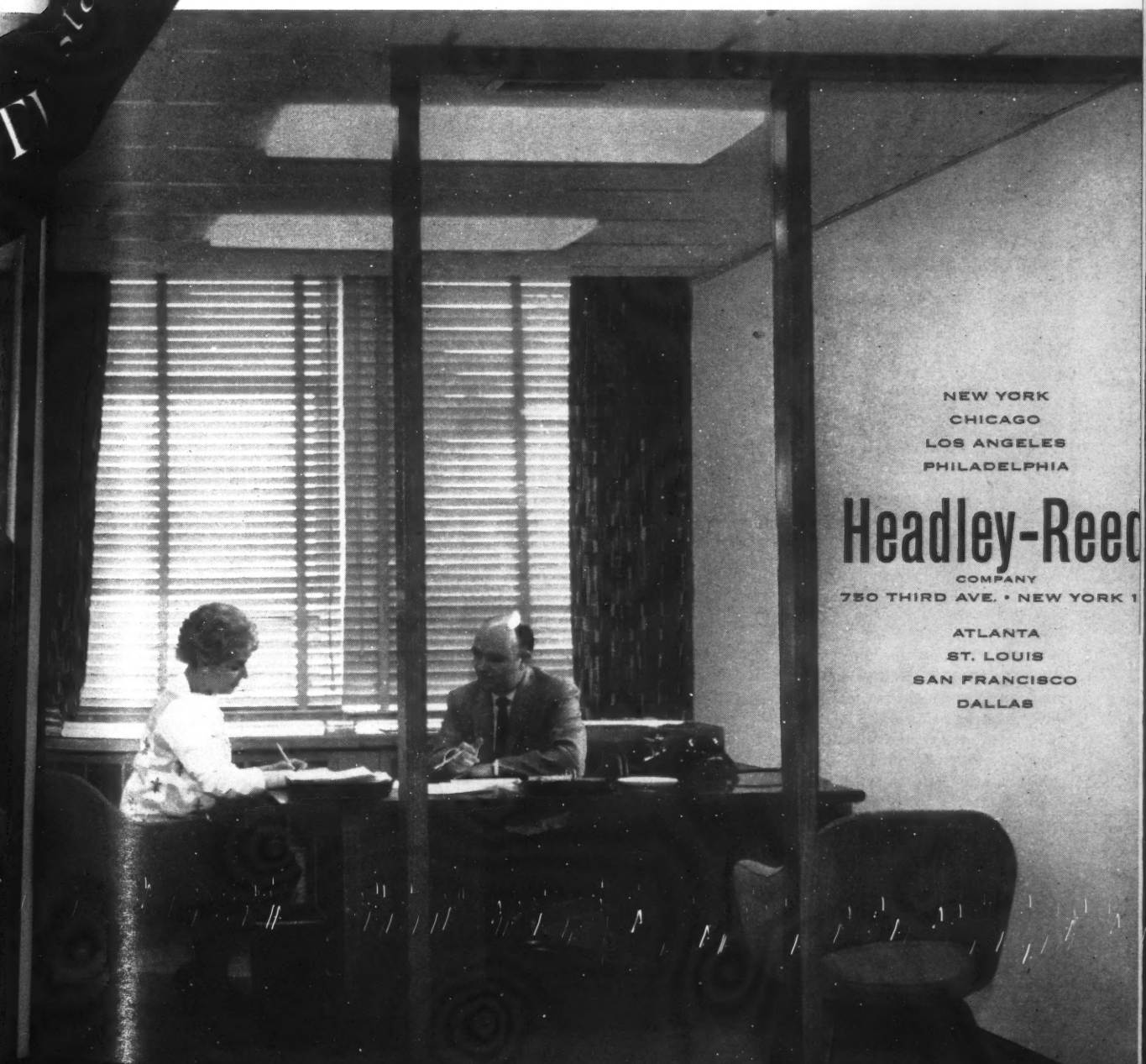
These gains, for the first quarter of '59 over '58,

58% sales gain for Headley-Reed T



are for the same 16 television properties represented a year ago. They are not accident, but the result of a definite sales plan, unique we believe, in station representation.

TV Station Operators: We will be glad to tell you, in confidence, of our new approach and explore with you, quite frankly, whether it will mean sales increases for you. Contact: Robert A. Schmid, Vice President, Station Development Division, New York.



NEW YORK
CHICAGO
LOS ANGELES
PHILADELPHIA

Headley-Reed

COMPANY
750 THIRD AVE. • NEW YORK 1

ATLANTA
ST. LOUIS
SAN FRANCISCO
DALLAS

The station for whirl-wind sales action!

WWRL

THE FAMILY STATION

5000 WATTS

NEW YORK

On the air 24 hours
DE 5-1600

WWRL beamed to sell New York's 2,455,000 Negroes & Puerto Ricans

WWRL . . . puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy WWRL.

MERCHANDISING PLUS: Ask about our "geared-to-sell" merchandising plan.

FREE REPORT
NEGRO MARKET IN NEW YORK
POPULATION STUDY

in Medicine...

it's Gray's Anatomy

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Make no bones about it. Among medical men, Gray's simple-titled "Anatomy" is **THE** factual authority in its field. And among the busy people who spend money in broadcast advertising, there's no substitute for **BROADCASTING YEARBOOK** — the annual compendium of television and radio information compiled by the business-wise editors of **BROADCASTING** Magazine. Here, within a single set of covers, are all **THE** authoritative facts, analyses, studies and directories that TV-&-radio decision-makers will consult again and again for a full year. The 1959 edition of **BROADCASTING YEARBOOK** comes off the press in August—more comprehensive, more indispensable than ever. Among its 16,000 **paid** subscribers will be (as usual) the most important people in broadcast advertising... men and women who **must have facts** (and know where to find them). In short, it's a perfect place to tell **your** facts. **Deadline for proofs,** July 1; **final deadline,** July 15. Regular rates prevail. Reserve **NOW** and be sure of a front-row seat! **Call or wire collect!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section,** Paine Hall, Harvard U., Cambridge, Mass.

*June 2—**Special NAB Tv Public Information Committee,** formed to draw up national program, will hold first meeting in New York.

June 3-5—**Armed Forces Communications & Electronics Assn.,** annual convention, Sheraton-Park Hotel, Washington, D.C.

*June 4-6—**Fm Multiplexing Seminar** under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new **FM Assn. of Broadcasters,** Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

*June 5—**NAB Tv-Music Advisory Committee,** NAB hdqrs., Washington.

*June 5—First Gold Liberty Bell Award of **Philadelphia Tv & Radio Advertising Club** will be presented at club's banquet, Warwick Hotel. Recipients will be Freeman Gosden and Charles Correll (Amos 'n' Andy).

*June 7-9—**North Carolina Assn. of Broadcasters,** Morehead Biltmore Hotel, Morehead City.

June 7-10—**Advertising Federation of America,** annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

*June 8-9—Panel on spectrum allocations before **Communications Subcommittee of House Commerce Committee.**

June 12-16—**National Federation of Advertising Agencies,** annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—**UPI Broadcasters of Pennsylvania,** Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—**UPI Broadcasters Assn. of Texas,** annual meeting, Hilton Hotel, San Antonio.

June 13-14—**Louisiana-Mississippi AP Broadcasters Assn.** Jacksonian Motel, Jackson, Miss.

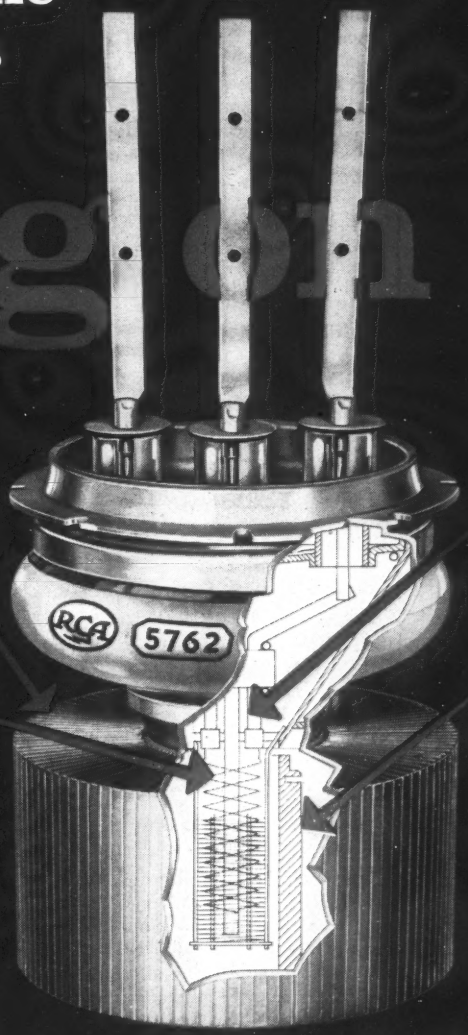
June 14-17—**National Industrial Advertisers Assn.,** national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

*June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

*June 15-19—**NAB Combined Boards of Directors,** NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

*June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism** and **School of Library Science,** Syracuse, N.Y.

It's the "built-in" engineering details that make RCA-5762's long on life



LOUVRED-FIN radiator provides more cooling for a given air flow than a straight-fin type.

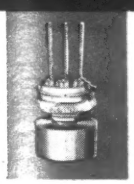
FILAMENT IS "CARBURIZED" in an atmosphere which utilizes liquid-nitrogen-cooled hydrogen (−392°F) for super purity.

ENTIRE TUBE is "spot-knocked" at tens of thousands of volts to reduce internal electric leakage.

GRID AND SUPPORT ASSEMBLY is "vacuum fired" at more than 1700°F for maximum freedom from gas.

ELECTRO-POLISHED ANODE reduces internal arcing in this time-proved power triode.

LONG LIFE is assured by leak-detection analysis utilizing the mass-spectrometer principle during manufacture.



Long life and stable performance of RCA power tubes are a result of more than two decades of experience in designing and building tubes for transmitters at all commercial power levels. Take the RCA-5762, for example. The time-proved original design of this famous power triode has withstood severe tests over many years of on-air operation. Kept up-to-date with the most modern techniques, this high-quality power tube is today a better investment than ever.

To get all the hours of tube life you pay for, go RCA. For prompt service, all it takes is a phone call—to your RCA Industrial Tube Distributor.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

CANNONBALL RATES KUDOS! —GENERAL PETROLEUM

"CANNONBALL even greater success than anticipated. Most important to General Petroleum Dealers in the Phoenix area, CANNONBALL is promotable."

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • New York 22

Telephone • PLaza 5-2100

OPEN MIKE

Agency is impressed

EDITOR:

We are so pleased over the beautiful handling of American Motors' new spot tv campaign on page 48 of your May 4 issue.

The copy is bright, crisp, accurate, and the way you handled the stills from our ID's is at least as good as they look on camera! It's a fine example of how to make a general news release into an exclusive.

Virginia L. Grimes
Geyer, Morey, Madden & Ballard
New York

Whirley-Whirler a whiz

EDITOR:

The story in BROADCASTING (page 39, April 27) was really great. I received many calls and in fact letters from across the country. . . . Would like to get about 100 tear sheets . . .

John I. Hyatt
The Whirley Corp.
St. Louis

Among KMOP buyers

EDITOR:

Included among the purchasers [KMOP Texarkana, Tex.] is Ken Ferguson, formerly manager of KBRZ Freeport, Tenn. We omitted this from the story (page 68, April 20).

Jack L. Stoll & Assoc.
Los Angeles

Border station 'feuding'

EDITOR:

Regarding the continuing harassment by KFMB-TV [San Diego] of XETV (TV) [Tijuana] for serving the greater San Diego community (BROADCASTING, April 6, page 79): a similar situation has satisfactorily prevailed in the Detroit market for many years with CKLW-TV serving the greater Detroit community from Windsor, Ont.

The Tijuana station is certainly no . . . quack-medicine type of operation. Surely the "good neighbor policy" deserves better than mere lip service!

Araldo Calle J.
Box 17, Boston 64

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office
Copyright 1959 by Broadcasting Publications Inc.

CONGRATULATIONS to KYW Radio for being Cleveland's No. 1 Station BUT...

The NEW

WHK* COLOR RADIO

is NOW NO. 2

from 7 a.m. to 6 p.m. according to the latest C. E. HOOPER survey April, 1959 with a gain of 149% in only 22 DAYS

The NEW

WHK

COLOR RADIO • CHANNEL 14

FOR DETAILS CALL COLLECT

Harvey L. Glascock • General Manager

Division of

Metropolitan Broadcasting Corporation

*Cleveland's Most Talked About Station

On May 1st

McGAVREN

National Radio Station Representatives

NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES

Meets ...

KROW · 960

McLENDON

"A new treat
is in store
for Bay area listeners."

Represented Nationally by Daren F. McGavren Co., Inc.

SAN FRANCISCO
OAKLAND

Other McLENDON Stations

KLIF · DALLAS
KILT · HOUSTON
KTSA · SAN ANTONIO
WAKY · LOUISVILLE
KEEL · SHREVEPORT

Represented by JOHN BLAIR CO.

KRON is TV in SF

San Franciscans are sold on KRON-TV

11.9 March Nielsen!
THE THREE STOOGES
Sundays 5:00 - 5:30 P.M.
Participations Available

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

MONDAY MEMO

from **JOHN C. SIMMONS,** *national advertising manager, Dr. Pepper Co., Dallas*

Don't forget the fundamentals

Here are three fables. If they start you thinking of station rating wars, unrealistic rate structures or similar broadcasting foibles, it's because they're supposed to. They're reminders to us all not to forget the fundamentals.

* * *

Two very large and very proud bull elephants occupied the same area in a jungle on opposite sides of a wide, uncrossable watering hole. The first elephant, mighty of tusk and wide of ear, considered himself quite important—particularly to female elephants—and spent hours on his side of the wide, uncrossable watering hole trumpeting, throwing dust on his back and otherwise cavorting in the prescribed manner of an important elephant.

The second elephant, equally endowed and self-appreciated, spent his time in the same manner on his side of the wide, uncrossable watering hole.

Whenever the two elephants spied each other across the pond—particularly when female elephants were around—there was much bellowing, tearing down of small trees and general raising of dust clouds. Violent, angry accusations, threats and comments on the other's ancestry and ability bounced back and forth across the wide, uncrossable watering hole.

When this occurred, insects, birds, rodents, reptiles and all the lesser creatures vacated the immediate area with great speed—and, sure enough, so too did all the female elephants.

Moral • Loud, public arguments among the mighty may be good for the ego—but they sometimes turn away those we're trying to impress.

* * *

Many years ago, a certain rich king wished to build a room onto his castle in which to store his vast supply of spears, broadaxes, armor, swords and trappings. The king was quite concerned about this because just being king was trouble enough.

There were constant skirmishes to look after—a cousin or brother or nephew who occupied a nearby kingdom would attempt to steal cattle, or serfs, or acquire a little more land, and *down* would go the drawbridge and *off* would go the king and his men to settle the matter.

This oft-repeated activity meant that spears, broadaxes, armor, swords and trappings must be kept handy and in good supply. And, after stumbling over his sword and bumping his royal head on his hanging armor a few times, the good king decided to construct a storage room.

Being a sound businessman, he called in three builders and discussed the matter with each of them. After serious consideration the king asked the third builder to construct the room. The other builders came to ask why they had not been granted the job.

To this the king answered, "Like you, builder No. 3 promised much quality in stone blocks, oaken beams and hand-hammered iron hinges—but—something you did not do—he promised one additional service . . . he will *tell* all my people, and all of the people of my cousins and nephews and brothers all about the quantity and quality of my spears, broadaxes, armor, swords and trappings. . . ."

Moral • Merchandising benefits can often be the deciding factor in the selection of services which appear to be nearly equal.

* * *

While scooping out a tree-trunk to make a canoe one day, a caveman named Lesser Oog discovered that a particular type of rock—found only under a particular waterfall—cut wood fast and cleanly. He finished his canoe rapidly, while his neighbors were still chipping and chopping and gouging. He offered to finish their canoes for seven clams each and, at six clams and ten grubworms each, agreement was reached and Lesser Oog went to work. Soon he was chopping out tree-trunks for everyone, making new canoes for ten clams each and the whole community gleefully paddled up and down the river digging more clams to buy more canoes.

After a time, Lesser Oog—by now employing five second cousins to chop down and haul tree-trunks for him—decided he was underpaid for his canoes. After all, no one else had been able to find the particular type of rock—found only under a particular waterfall—and orders on hand would keep him busy for many moons. So Lesser Oog announced a new charge: 20 clams.

This was received with some grumbling but business continued at almost its former pace. There was, of course, the unpleasantry of having to give more grubworms to the tree-haulers, but generally things went well for Greater Oog (a name change was only proper for a man of such importance).

Then, suddenly the word spread like wildfire—there was no need to buy twenty-clam canoes from Oog! Lesser Igg had discovered an even harder type of rock—found only under another particular waterfall — that chopped wood even faster . . . and Lesser Igg would sell his canoes, with a fishing bone thrown in, for only six clams! Very soon, Lesser Oog was a tree-hauler for Greater Igg, being paid twelve grubworms a moon and wondering what had happened.

Moral • It can be dangerous to assume that, as long as you've got all the business, you should price your service accordingly.

John C. Simmons has worked with radio-tv all of his business life. An advertising agency man for 10 years, Mr. Simmons was formerly vice president and office manager of Ruthrauff & Ryan. Earlier, he organized and managed the 105-station Griesedieck Bros. Cardinal Baseball Radio Network (St. Louis-originated) for several years. A graduate of Louisiana State U. and an Air Force veteran, Mr. Simmons continually works for better productivity of broadcast media and was a charter board member of the Assn. of Broadcasting Executives of Texas. He joined Dr. Pepper in 1956 and is responsible for all advertising activities of the company, including its national network radio show and tv programming on many stations around the country. Radio and tv easily represent Dr. Pepper's largest single ad investment.

fyi

Select morning participations now available in Washington, D.C., on WRC-TV's INGA'S ANGLE (9:05 – 9:30 a.m.) and unusual nighttime program availability, RUSS WARD AND THE NEWS (11:10-11:15 p.m.). ■ Inga Rundvold is Washington's First Lady of Television, on first-name terms with top entertainment stars and homemaking pros. Her "Figure Formula" is a favorite of D.C. women, and a regular feature of her WRC-TV program. Pretty as her picture, she's the perfect hostess to introduce your product to her loyal following. ■ Russ Ward is an expert on the local scene in the nation's capital. A regular contributor to the NBC Radio Network's Monitor, World News Roundup and News on the Hour. His WRC-TV nighttime reports have won him the admiration of a large viewing audience and his associates as well. A solid background for a quality product or service that demands an atmosphere of authority. ■ Call WRC-TV or NBC Spot Sales and reserve your schedule with Inga and Russ *now*!

NBC LEADERSHIP STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES

WRC-TV·4

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 11, 1959
Vol. 56 No. 19

HOPES RISE FOR SEC. 315 RELIEF

Attorney General urges FCC to reverse equal time ruling; Senate gets new bill to correct some campaign coverage ills

A major break-through in the industry's fight for relief from equal-time requirements of the political broadcasting law was supplied last week by the Dept. of Justice.

A spring-long series of developments in the political broadcasting controversy culminated Thursday (May 7) in a knuckle-cracking rebuke administered to the FCC by Attorney General William P. Rogers.

Official Washington and broadcasters watched with interest as the top legal branch of the government told the FCC in blunt language that it ought to apply the "public interest" test to its Feb. 18 decision in the Lar Daly case.

The FCC was urged to reconsider and reverse its ruling that the Chicago splinter candidate for the mayoralty was entitled to equal time when his opponents appeared in ceremonial roles on regular newscasts.

President's Order • Attorney General Rogers' recommendation was made in response to a Presidential request. "Ridiculous," the President had stated last March 18 when he heard of the Lar Daly decision.

Last week's activity included:

• House Commerce Committee viewing of a film of a Lar Daly appearance on WBBM-TV Chicago (see pictures below).

• Intense FCC silence after receipt of the Attorney General's report, with no word on what might come next.

• Introduction of a bill by Sen. Vance Hartke (D-Ind.) amending Sec. 315 of the Communications Act to exempt newscasts from the equal-time clause, remove stations from libel liability in some political broadcasts and eliminate splinter candidates for President and Vice President from equal-time requirements (see story next page).

A tribute to the news role of radio-tv in political campaigns was paid by Mr. Rogers; a "real benefit" he said might disappear if the decision isn't reversed. He argued the matter goes right to the core of the American system of government.

In viewing a film of Lar Daly's Feb. 18 appearance on WBBM-TV, granted by the station after other candidates had been given a chance to campaign on its facilities, the House committee saw him in a typical "America First" role with Uncle Sam costume and offbeat campaign issues.

This Feb. 18 program was a direct equal-time grant by WBBM-TV and not related to the controversy over the status of newscasts under Sec. 315. It preceded the incident that led to Mr. Rogers' opinion of last week.

Special Conference • First word of the Attorney General's demand, appearing in "a memorandum of the United States re applicability of Sec. 315 to routine news coverage of political campaigns," came during a special news conference called at 11:30 a.m. Thursday (May 7) by James C. Hagerty, Presidential news secretary.

Mr. Hagerty said the memorandum had been presented in person to the President by Attorney General Rogers.

By afternoon federal officials and communications attorneys were specu-

Majesty of the law • CBS-TV demonstrated to the House Commerce Committee last week the most recent example of Sec. 315 in action. Joseph H. Ream, CBS Washington vice president, showed committeemen a half-hour film of a political broadcast by candidate-for-everything Lar "America First" Daly which the network's WBBM-TV Chicago broadcast last Feb. 18. Mr. Daly was a splinter candidate for mayor of Chicago, and was granted time after the incumbent, Mayor Richard Daley, a candidate for re-election, had made a "report to the people" on the station.

The picture at left shows the film as it was presented Thursday (May 7) to about half of the 33 members of the House Commerce Committee. In this frame, Mr. Daly, dressed in the costume he has worn for many campaigns, including one for the U.S. presidency in 1956, appealed for votes (he received the grand total of two in the general majoralty election). The principal planks of Mr. Daly's platform which he presented on WBBM-TV were: (1) abolish the public schools, (2) abolish public housing, (3) legalize gambling for tax revenue.

The picture at right shows some of the House committeemen as they watched the Daly film.

lating on the unusual situation. While the Dept. of Justice and FCC have disagreed frequently on such matters as antitrust policies and routine appeals, the strong language used in the memo was noted with interest. The speculation included such angles as the Dept. of Justice role should FCC stick to its original Lar Daly decision and the case go to an appellate court.

Petitions for reconsideration of the Lar Daly decision have been filed with the FCC by CBS, NBC, Westinghouse Broadcasting Co. and NAB.

The Attorney General's memorandum urged "reconsideration and reversal of the Commission's Lar Daly ruling." The memo cited the routine nature of the newscasts that led to the Chicago trouble.

In the newscasts Mayor Richard Daley was shown greeting the president of Argentina at the Chicago airport, opening the Mothers' March of Dimes drive and filing his nominating petition for re-election.

Lar Daly, also a candidate in the primary election, demanded equal time and protested to the FCC when it was not granted.

The FCC held that Mayor Daley's appearances amounted to a "use" of the station under Sec. 315 though the candidate in no case directly or indirectly asked to go on the air.

Not a 'Use' • The Attorney General's memo last week said: "Urging reconsideration and reversal of this decision, the United States' position is that Sec. 315 does not support the holding that every time a candidate is shown on a regular news program, at the station's sole initiative, such showing constitutes a 'use' by him. Especially so since such holding, by requiring the grant of equal time for all other candidates, might effectively bar all direct news coverage of important campaign developments."

Taking a practical look, the Attorney General said the holding "would make impossible the successful news programming of a campaign. Thus the public interest which is best served by the widest coverage of campaign events would be frustrated."

What's needed, the memo added, is "a common-sense application of the Communication's Act's 'public interest' standard which requires television and radio stations to make a fair presentation of public issues."

The Attorney General contended Sec. 315 provides that if a licensee "permits" a person to use the station it shall afford equal opportunity to other candidates, but said it is clear the language is aimed at use by candidates of particular station facilities as part of their political campaign activities rather than reporting of the news.

Vital Question • The Attorney General said the question "goes to the heart of the effective operation of our system of government," pointing to the need of an informed electorate. The memo said, "To this end, radio and television broadcasting, bringing the voices and visual images of candidates into the homes of the voters, performs a service impossible in previous generations."

This "real benefit" to the people may be virtually eliminated as far as news programs are concerned if the FCC's ruling stands, the department continued. It suggested the ruling conflicts with FCC's view that it believes wide campaign coverage is in the public interest.

Every station is required by law to give fair, balanced news coverage of campaigns, it was stated, and "generally speaking" they have done so, according to the memo.

The memo's conclusion cites the unsettling effects of the FCC's Lar Daly ruling on news coverage of campaigns, stating, "An opinion reversing its previous determination . . . seems called for."

Signing the memo besides Attorney General Rogers were Robert A. Hicks, acting assistant attorney general, and Richard A. Solomon, Dept. of Justice attorney and formerly FCC assistant general counsel in charge of litigation.

How It Began • FCC's Lar Daly ruling last Feb. 18 started the turmoil over political candidates. The Commission by a 4-3 vote ruled Mr. Daly was entitled to equal time after Mr. Daly had filed an FCC appeal Feb. 14. After viewing film clips of newscasts showing Mayor Richard J. Daley, of Chicago, in ceremonial roles, the FCC handed down its ruling. FCC dissenters were Chmn. John C. Doerfer, John Cross and T.A.M. Craven. The ruling climaxed a long fight that started in 1956 when Mr. Daly asked time from all networks to answer broadcasts by President Eisenhower. At that time Mr. Daly was a candidate for the Republican Presidential nomination.

President Eisenhower's attention was called to the equal-time confusion last March by Frank Stanton, CBS president. After reviewing the facts the President made known his views March 18 through Mr. Hagerty. "Ridiculous," the President said. Mr. Hagerty stressed the President was not criticizing the Commission but said the Attorney General should study the case. The President's request was limited to the question of newscasts and did not go into the problem of requiring equal time for splinter and crackpot candidates.

Doerfer and repeal

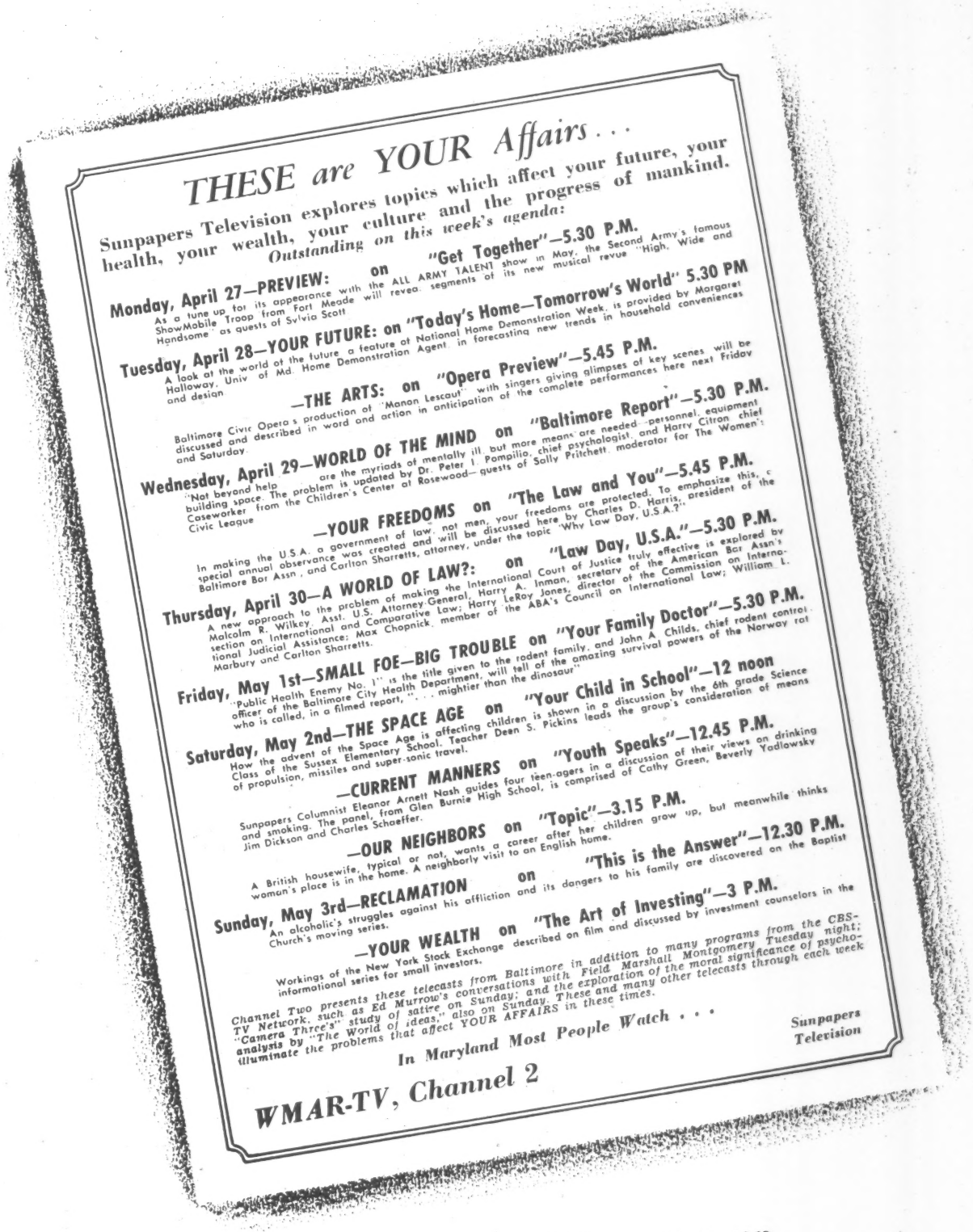
The "legitimate candidate who has a chance" should be permitted to appear on tv and radio, but if "crackpot" candidates "multiply to the extent that has been indicated," then the people will get to see no one, FCC Chairman John C. Doerfer said in a filmed tv interview with Rep. Alvin M. Bentley (R-Wis.), sent to tv outlets in the congressman's home district last week. Chairman Doerfer said he advocates repeal of Sec. 315, but added: "You can go too far the other way." Incumbent candidates, he said, may "under the guise of newscasts" appear "all the time" to the exclusion of their opponents.

Mr. Doerfer first called for repeal of Sec. 315 in a news conference during the NAB convention (BROADCASTING, March 23).

Sen. Hartke offers Sec. 315 corrections

Sen. Vance Hartke (D-Ind.) introduced his "Fair Political Broadcasting Act of 1959" (S 1858) last Tuesday (May 5) and within two days had five co-sponsoring Senators. His bill goes far beyond five others giving broadcasters relief from Sec. 315 which already have been introduced in this session of Congress.

In addition to exempting newscasts from equal time, S 1858 also removes stations from any responsibility from libel as a result of political broadcasts and defines "qualified" candidates for President and Vice President. For general elections, qualified candidates are described as those representing a party which received at least 4% of the votes cast in the last presidential election or candidates supported by petitions signed by at least 1% of total voters in the past election.

Candidates eligible for equal time in

THESE are YOUR Affairs . . .
Sunpapers Television explores topics which affect your future, your health, your wealth, your culture and the progress of mankind.
Outstanding on this week's agenda:
Monday, April 27—PREVIEW: on "Get Together"—5.30 P.M.
As a tune up for its appearance with the ALL ARMY TALENT show in May, the Second Army's famous ShowMobile Troop from Fort Meade will reveal segments of its new musical revue "High, Wide and Handsome" as guests of Sylvia Scott.
Tuesday, April 28—YOUR FUTURE: on "Today's Home—Tomorrow's World" 5.30 PM
A look at the world of the future, a feature of National Home Demonstration Week, is provided by Margaret Halloway, Univ of Md. Home Demonstration Agent, in forecasting new trends in household conveniences and design.
—THE ARTS: on "Opera Preview"—5.45 P.M.
Baltimore Civic Opera's production of "Manon Lescaut" with singers giving glimpses of key scenes will be discussed and described in word and action in anticipation of the complete performances here next Friday and Saturday.
Wednesday, April 29—WORLD OF THE MIND on "Baltimore Report"—5.30 P.M.
"Not beyond help are the myriads of mentally ill but more means are needed—personnel, equipment building space. The problem is updated by Dr. Peter I. Pompilio, chief psychologist, and Harry Citron chief Caseworker from the Children's Center at Rosewood—guests of Sally Pritchett, moderator for The Women's Civic League.
—YOUR FREEDOMS on "The Law and You"—5.45 P.M.
In making the U.S.A. a government of law, not men, your freedoms are protected. To emphasize this, special annual observance was created and will be discussed here by Charles D. Harris, president of the Baltimore Bar Assn., and Carlton Sharretts, attorney, under the topic "Why Law Day, U.S.A.?"
Thursday, April 30—A WORLD OF LAW?: on "Law Day, U.S.A."—5.30 P.M.
A new approach to the problem of making the International Court of Justice truly effective is explored by Malcolm R. Wilkey, Asst. U.S. Attorney General; Harry A. Inman, secretary of the American Bar Assn's section on International and Comparative Law; Harry LeRoy Jones, director of the Commission on International Judicial Assistance; Max Chopnick, member of the ABA's Council on International Law; William L. Marbury and Carlton Sharretts.
Friday, May 1st—SMALL FOE—BIG TROUBLE on "Your Family Doctor"—5.30 P.M.
"Public Health Enemy No. 1" is the title given to the rodent family, and John A. Childs, chief rodent control officer of the Baltimore City Health Department, will tell of the amazing survival powers of the Norway rat who is called, in a filmed report, ". . . mightier than the dinosaur."
Saturday, May 2nd—THE SPACE AGE on "Your Child in School"—12 noon
How the advent of the Space Age is affecting children is shown in a discussion by the 6th grade Science Class of the Sussex Elementary School. Teacher Deen S. Pickins leads the group's consideration of means of propulsion, missiles and super-sonic travel.
—CURRENT MANNERS on "Youth Speaks"—12.45 P.M.
Sunpapers Columnist Eleanor Arnett Nash guides four teen-agers in a discussion of their views on drinking and smoking. The panel, from Glen Burnie High School, is comprised of Cathy Green, Beverly Yadlowsky Jim Dickson and Charles Schaeffer.
—OUR NEIGHBORS on "Topic"—3.15 P.M.
A British housewife, typical or not, wants a career after her children grow up, but meanwhile thinks woman's place is in the home. A neighborly visit to an English home.
Sunday, May 3rd—RECLAMATION on "This is the Answer"—12.30 P.M.
An alcoholic's struggles against his affliction and its dangers to his family are discovered on the Baptist Church's moving series.
—YOUR WEALTH on "The Art of Investing"—3 P.M.
Workings of the New York Stock Exchange described on film and discussed by investment counselors in the informational series for small investors.
Channel Two presents these telecasts from Baltimore in addition to many programs from the CBS-TV Network, such as Ed Murrow's conversations with Field Marshall Montgomery Tuesday night; "Camera Three's" study of satire on Sunday; and the exploration of the moral significance of psycho-analysis by "The World of ideas," also on Sunday. These and many other telecasts through each week illuminate the problems that affect YOUR AFFAIRS in these times.
In Maryland Most People Watch . . .
Sunpapers Television
WMAR-TV, Channel 2

The Above Advertisement Appeared Monday, April 27, 1959 In *The Sun* and *The Evening Sun* of Baltimore. A Similar Advertisement Appears Each Monday.

primaries, as defined by the Hartke bill, would be (1) an incumbent of any elective federal or statewide office, (2) anyone nominated for President or Vice President at any prior party convention and (3) anyone supported by petitions signed by 1% of the total popular vote or 200,000 persons.

For state and local elective positions, current provisions of Sec. 315 remain in force. The bill also states that "no obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

No Libel or Censorship • A new paragraph would be added to the act reading:

"No licensee shall have any power of censorship over the material broadcast under the provisions of this section. No action, either civil or criminal, shall be maintained by any person in any court against any licensee or agent or employee of any licensee, because of any defamatory or libelous statement made by a legally qualified candidate for public office in a broadcast made under the provisions of this section, unless such licensee, agent or employee participated in such broadcast willfully, knowingly, and with intent to defame."

Sen. Hartke's bill, in a preface to the proposed amendments, states that " . . . the great variety of factors which are relevant in deciding what constitutes 'fair and equal' opportunity have afforded constant frustration and pitfalls to legally qualified candidates for public office and the broadcast industry and recent rulings by the FCC concerning the interpretation of Section 315 as it now stands have tended to be inconsistent with the original intent of the Congress and thus with the objective of public service and public enlightenment."

The freshman senator said he became convinced changes were needed in the Communications Act during his campaign for the Senate last fall. The final impetus, he said, was provided by the FCC in its Lar Daly-Chicago decision. Several stations, he said, completely ducked political broadcasts during the 1958 campaign because of Sec. 315 interpretations.

"Having recently emerged from a strenuous campaign . . . I am acutely aware of the shortcomings of the present law," Sen. Hartke stated. "Because of interpretations of the existing law, many broadcasters refuse to take any part in a political campaign. Who suffers? The American public suffers. It suffers in its right to know."

Let Broadcasters Decide • Greater discretion and freedom should be given to individual stations and networks concerning equal time, Sen. Hartke said. He maintained the radio-tv industry is responsible to the public and will decide individual issues in the public interest.

Sen. Hartke pointed out that S 1858 will eliminate many "nuisance" candidates in their equal time demands or will make them "assume the burden of some serious work to qualify . . ." for equal time.

Both CBS and NBC were quick to give their unqualified support to the Hartke bill. NBC President Robert Sarnoff said it "represents a constructive effort to remove the shackles from American broadcasters in the coverage of political news."

CBS President Frank Stanton stated that, if enacted, "Sen. Hartke's bill will permit broadcast journalism more effectively to fullfill its role in informing the people and more fully to participate in the democratic process. It will permit broadcasters to make a far more vital contribution than ever before to an informed electorate."

Chances Excellent • Sen Hartke, a member of the Senate Interstate & Foreign Commerce Committee to which S 1858 was referred, said that "we are going to push real hard for passage of the bill. We hope to get it through in this session. There is every indication that we will be successful." The Senate committee meets in executive session this Wednesday (May 13) and Sen. Hartke said he would discuss his bill prior to this session with Committee Chairman Warren Magnuson (D-Wash.).

When the bill was introduced, Sen. Hartke noted that Sen. Magnuson "has been a leader in the many attempts to clarify and bring into focus those laws dealing with the broadcasting industry." Sen. Magnuson, however, has declined to comment on equal-time revisions during this session of Congress but has indicated his committee would schedule hearings at a future date.

Five other bills have been introduced in the 86th Congress which would amend Sec. 315 but all are limited to exempting newscasts from equal time provisions. Rep. Glenn Cunningham (R-Neb.) introduced the first such measure (HR 5389) and has actively been pushing Rep. Oren Harris, chairman of the House Commerce Committee, for hearings (BROADCASTING, March 23, 16).

Other equal time-newscast bills have been introduced by Sens. Strom Thurmond (D-S.C.) (S 1585), a member of the Senate Commerce Committee, and Gordon Allott (R-Colo.) and Reps. J. Arthur Younger (R-Calif.), member of House Commerce Committee, and Paul Rogers (D-Fla.).

Signing as co-sponsors of the Hartke bill as of May 7 were Sens. Thurmond, Theodore Green (D-R.I.), Eugene McCarthy (D-Minn.), Gale McGee (D-Wyo.) and Stephen Young (D-Ohio).

The Hartke measure to amend Sec. 315 remained on the desk in the Senate until Friday in order to provide additional co-sponsors with an opportunity to sign.

Problem Not New • Proposed revisions of the equal-time rules have been before past Congresses, with hearings held, but to date no changes of consequence have been made in the 1932 law. In 1952, an amendment was added prohibiting stations from charging candidates more than their regular rates.

During the 85th Congress, Sens. Hennings and Green sponsored two "clean election bills" which would have accomplished the same thing as the Hartke bill. Hearings were held by the Senate Rules Committee and the bills were favorably reported but the Senate took no further action. Also in the past Congress, Sens. Magnuson and Albert Gore (D-Tenn.) introduced bills designed to define qualified candidates for equal time.

Rep. Harris sponsored and held hearings on legislation similar to the Hartke bill during the 84th Congress. The House Commerce Committee chairman has indicated that he might reintroduce the 1955 bill for consideration of his committee.

ATTY. GEN. ROGERS

REP. CUNNINGHAM

SEN. HARTKE

Each proposes a different cure for political broadcasting law

WJBK RADIO

Gets to Detroit's big mobile audience with vital traffic bulletins!

Combining public service with direct selling to a highly receptive market, the dramatic "Traffic-Copter" is another reason why WJBK is Michigan's most result-producing independent radio station. During Detroit's peak automobile movement the "Traffic-Copter" spots accidents and congestion, checks traffic flow, and relays the information immediately to a vast automobile audience. It covers all the main arteries and advises of best routes. It performs a genuine service. WJBK *presents your message to an appreciative and responsive audience out-of-home and in home!* . . . Storer Radio sells with the *impact of integrity.*

"Famous on the local scene"

WJBK

THE MODERN SOUND OF RADIO IN

DETROIT

Represented by the KATZ AGENCY, INC.

STORER BROADCASTING COMPANY

Storer Radio

WJBK	WIBG	WWVA	WAGA	WGBS	WSPD	WJW
Detroit	Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland

ANACIN ON TOP
Out-spends 14 brands on network tv in Feb.

Anacin tablets—a Whitehall Labs product—topped the February listing of the leading 15 brand advertisers in network television. Whitehall spent $740,627 gross in time charges that month. Anacin also was the leading brand (in gross dollars) in January.

Procter & Gamble rode its usual first place in the top 15 network advertising listing, spending an estimated $4 million-plus in February in time purchases. Lever and American Home Products continued to invest at a $2 million monthly clip, again residing in the second and third notches in the leading 15 list.

Among the brand leaders, Dristan—another Whitehall product—continued its tv investment in February, ranking No. 6 among the 15, or an advance of two places over January. Dristan has been resigned by the Bryan Houston agency, thus putting that account up for grabs effective in June.

Aside from Whitehall, R.J. Reynolds was the only other network advertiser to have more than one brand in the top 15. Reynolds' investments were Camel (nearly $500,000) and Winston ($431,492) cigarettes.

The tobacco firms made hay for the networks during February according to the figures as compiled by Leading National Advertisers and Broadcast Advertisers Reports and reported by Television Bureau of Advertising.

In addition to Camel and Winston in the R.J. Reynolds' cigarette family the top 15 brands included Brown & Williamson's Viceroy (ranked second), P. Lorillard's Kent (ranked ninth), American Tobacco's Pall Mall (No. 12) and Liggett & Myers' L & M filters (ranked No. 15).

In other perspectives: daytime networking showed advances in time purchasing compared to February 1958, a consistent gain this year for daytime television. Nighttime also picked up 1.8% (comparing February of this year with the same month of a year ago).

Up in front in estimated advertising expenditures by product category: food products with more than $9.7 million invested in February. For the first two months of this year, food advertisers already have topped the $20 million mark.

Estimated Expenditures by Product Classification

	February 1959	Jan.-Feb. 1959	Jan.-Feb. 1958
Agriculture & Farming	$ 160,820	$ 315,160	$ 13,066
Apparel, Footwear & Accessories	342,325	457,648	457,342
Automotive, Automotive Accessories & Equipment	3,632,394	7,516,101	9,961,920
Beer, Wine & Liquor	370,620	870,333	1,198,335
Building Materials, Equipment & Fixtures	271,704	442,539	119,784
Confectionery & Soft Drinks	1,071,816	2,304,610	1,660,927
Consumer Services	259,431	705,105	865,312
Food & Food Products	9,775,818	20,606,979	17,772,541
Gasoline, Lubricants & Other Fuels	242,617	506,518	532,318
Horticulture	9,580	14,358	57,978
Household Equipment & Supplies	2,063,138	3,995,200	3,468,857
Household Furnishings	252,191	554,894	528,195
Industrial Materials	1,901,576	3,619,512	3,569,666
Insurance	926,883	1,615,083	1,150,629
Jewelry, Optical Goods & Cameras	510,244	1,127,529	1,557,551
Medicines & Proprietary Remedies	6,069,451	12,994,877	10,449,837
Office Equipment, Stationery & Writing Supplies	405,617	666,273	1,003,135
Political	—	—	66,174
Publishing & Media	—	—	342,745
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	407,526	879,581	1,429,183
Smoking Materials	6,111,657	12,875,790	9,581,934
Soaps, Cleansers & Polishes	5,420,511	10,873,807	10,615,437
Sporting Goods & Toys	149,992	352,335	252,936
Toiletries & Toilet Goods	7,776,309	16,220,940	16,037,533
Travel, Hotels & Resorts	137,910	306,256	394,523
Miscellaneous	597,514	1,122,395	1,156,921
Total	$48,867,644	$100,943,823	$94,244,779

Top 15 Network Company Advertisers
February 1959

1.	Procter & Gamble	$4,085,192
2.	Lever Brothers	2,171,076
3.	American Home Products	2,035,630
4.	General Foods	1,998,428
5.	Colgate-Palmolive	1,991,726
6.	General Motors	1,685,972
7.	R. J. Reynolds Tobacco	1,297,029
8.	American Tobacco	1,142,741
9.	Sterling Drug	1,094,829
10.	P. Lorillard	1,078,333
11.	General Mills	1,051,461
12.	Bristol-Myers	991,967
13.	Pharmaceuticals	986,859
14.	Liggett & Myers Tobacco	960,260
15.	Ford Motor	935,835

Top 15 Network Brand Advertisers
February 1959

1.	Anacin (Whitehall)	$740,627
2.	Viceroy (B&W)	605,133
3.	Tide (P&G)	600,842
4.	Chevrolet Passenger Cars (General Motors)	592,353
5.	Bayer Aspirin (Sterling Drug)	527,855
6.	Dristan (Whitehall)	497,045
7.	Camels (R. J. Reynolds)	491,436
8.	Ford Passenger Cars (Ford)	467,663
9.	Kents (P. Lorillard)	460,121
10.	Bufferin (B-M)	455,934
11.	Winstons (R. J. Reynolds)	431,492
12.	Pall Malls (American Tobacco)	420,609
13.	Colgate Reg. & Aerosol Dental Cr. (C-P)	406,171
14.	Dodge Passenger Cars (Chrysler)	397,169
15.	L&M Filter Tips (Liggett & Myers Tobacco)	379,755

Tv network gross keeps climbing in March

The tv networks grossed a total of $55,519,731 in time charges in March, a gain of 12.2%. The month also was the network tv highwater mark for the first three months of the year. The total gain for the three months over a year ago came to 8.9%.

ABC-TV chalked up more than $11.5 million in gross billing, a figure that is 23% higher than the total billed in March 1958. CBS-TV and NBC-TV also were stepping out smartly, these networks registering respective 9.5 and 9.8% advances.

The March time purchases compiled by Leading National Advertisers and Broadcast Advertisers Reports are being released today (May 11) by the Television Bureau of Advertising.

The breakdown:

MARCH

	1958	1959	Change		1958	1959	Change
ABC	$ 9,402,407	$11,565,031	+23.0%	ABC	$ 27,013,004	$ 32,236,569	+19.3%
CBS	$21,211,070	$23,226,385	+ 9.5%	CBS	$ 62,715,826	$ 66,161,853	+ 5.5%
NBC	$18,874,597	$20,728,315	+ 9.8%	NBC	$ 54,004,023	$ 58,081,996	+ 7.6%
Total	$49,488,074	$55,519,731	+12.2%	Total	$143,732,853	$156,480,418	+ 8.9%

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	$10,024,460	$20,806,220	$18,053,828	$48,884,508
March	$11,565,031	$23,226,385	$20,728,315	$55,519,731

The figures for February revised as of May 5, 1959.
LNA-BAR: Gross time costs only.

Announcing . . . . .

ANOTHER TELEVISION FIRST FROM ARB

Audience size for **every** U. S. TV station
in **every** U. S. television market with . . .

nationwide tv measurement!

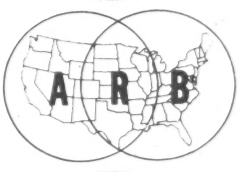
- Sampling in **every** U. S. county
- Complete ¼ hour viewing to **every** U. S. TV station
- Total homes reached by **every** program and spot
- Simultaneous coverage data for the entire U. S.
- Fully automated UNIVAC® data processing

Once more ARB leads the TV research industry in a dramatic new advance to be introduced in fall 1959 . . . TOTAL U. S. TV MEASUREMENT! By means of an entirely new concept . . . a progressive sampling approach reaching into every U. S. county, plus electronic digesting and interpretation of data by the newest UNIVAC® . . . ARB makes possible simultaneous measurement of all TV viewing to every U. S. TV station, wherever that viewing might occur.

For the first time in history, stations and buyers of time will be supplied with actual homes delivered by every one of the 500 plus U. S. TV stations separately, by each quarter-hour of the week for each station, **plus** complete station circulation figures showing **where** these viewers are.

These new features will be included in addition to ARB's regular metropolitan area rating reports and audience composition studies already standard in over 150 important markets.

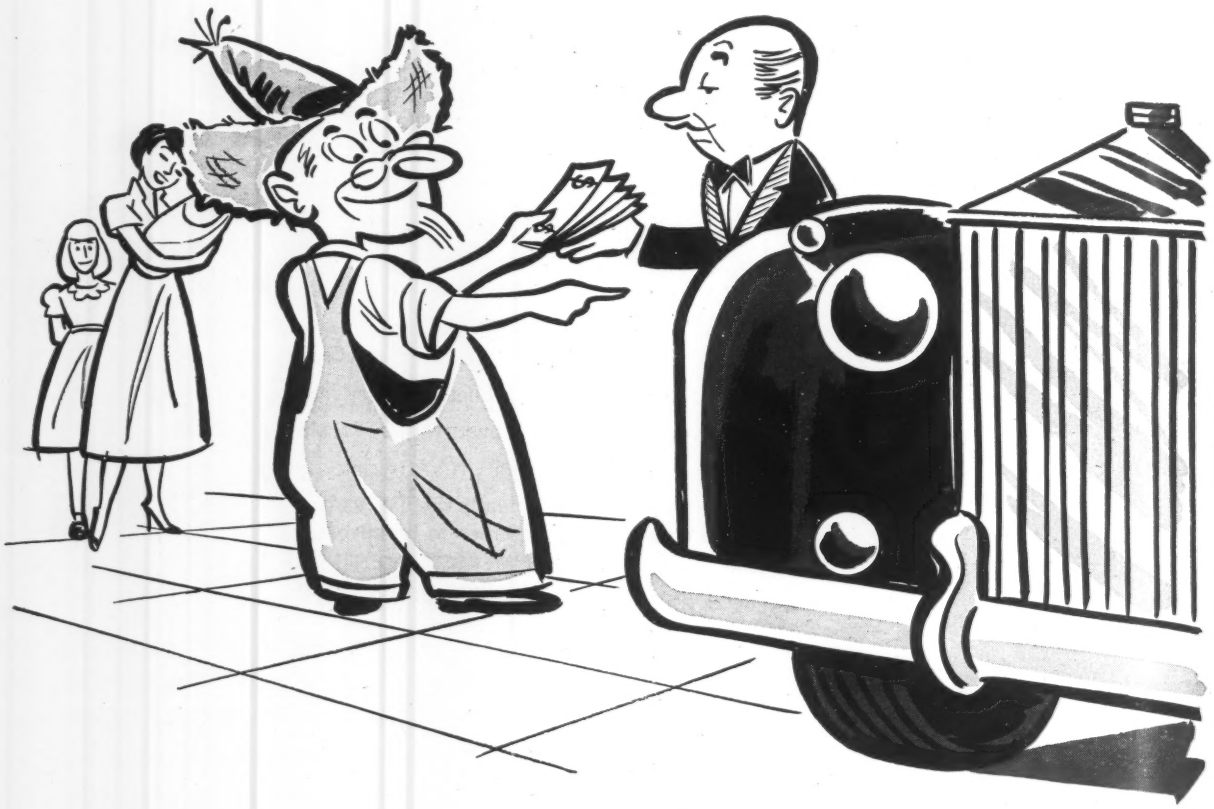
You'll be hearing more soon about this fabulous new fall 1959 package from ARB—first with the interviewer supervised diary, first with one-week/four-week measurement, first with the all-electronic ARBITRON, and now . . . first with **NATIONWIDE TV MEASUREMENT!**



AMERICAN RESEARCH BUREAU, INC.

WASHINGTON • *4320 Ammendale Road, Beltsville, Md., WEbster 5-2600*
NEW YORK • *400 Park Avenue, New York 22, N. Y., PLaza 1-5577*
CHICAGO • *1907 Tribune Tower, Chicago 11, Ill., SUperior 7-3388*
LOS ANGELES • *6223 Selma Avenue, Hollywood, Calif., HOllywood 9-1683*

Now FARGO is No. 1 in the U.S.A., for retail sales per family!



We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. ***The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!***

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

TV SPOT SUMMARY
Katz agency prepares source for timebuyers

A new tabulated summary of spot tv costs for timebuyers to consult for quick estimates using 1 to 239 markets has been prepared by The Katz Agency, station representative.

In compiling the summary, Dan Denenholz, director of research-promotion at Katz, found a new trend developing in the rates charged by stations for minute announcements compared to those for 20-second spots.

What the trend amounts to generally is the raising of prices by many stations of their minute announcements. Up to this time, it was indicated, minutes and 20-second announcements were comparable in costs (particularly in choice time periods).

In a sampling of all stations covered —including those which had no appreciable difference between minutes and 20-second rates as well as those which have—the average difference comes to:

	Nighttime %	Daytime %
Minutes	100	100
20-second	95	93

These figures are interpreted as follows: using the 100 percentage as the base for minutes, the 20-second average cost would come to 95% of that base in the nighttime periods and 93% in the daytime.

The summary includes Katz' formulas for estimating spot tv budgets. These formulas are based on rate cards of a representative sample of 50 leading network affiliates and show weighted average discounts and other frequently requested rate ratios.

The tabulation covers for each market the highest one-time and lowest classification; one-time rate for the half-hour as well as the one-time, and 260-time rate for 20-second announcements all in the nighttime period; the one-time and maximum discount rate (including various plans) for a minute announcement in the daytime and similar information for the minute announcement in the late night period (after 11 p.m.).

On this basis an advertiser could buy a nighttime half-hour for all 239 markets for: $90,236 at the highest one-time rate and $60,946.55 for the "lowest" one-time rate.

He could buy a nighttime 20-second spot for: $32,994.75 at the one-time rate and $27,101.39 at the 260-time rate. An advertiser could also buy a daytime minute spot for: $13,107.85 at one-time and $6,877.60 at maximum discount; and a late-night minute spot for: $16,929.75 at one-time and $9,801.59 at maximum discount (all rates for 239 markets).

PREVIEW . . .

Proof of the pudding • How to demonstrate dramatically the true strength of a new plastic, "Delrin," was the problem faced by the du Pont Co. for its commercial to be seen May 25 when *du Pont Show of the Month* presents Herman Melville's "Billy Budd" on CBS-TV. This scene is from the three-minute commercial. It was decided to shoot a "tug of war" in which a 2¾-inch bar of white Delrin would be the connecting link between a roaring 16-ton bulldozer and a sturdy 45-foot high, two-foot diameter oak tree. The full documentary-commercial tells the story of how du Pont research developed Delrin. George Neilsen of du Pont's advertising department supervised the filming. Collaborating on the production was du Pont's agency, BBDO, New York.

Paint firms spend $1.6 million in tv

National and regional paint industry advertisers in 1958 poured an estimated $1,184,600 into spot tv, according to Television Bureau of Advertising. The amount represents a 4% increase over the previous year's mark of $1,137,000 and is 33% greater than the $892,000 spent in 1956, the first year the industry's expenditures became available.

Rust-Oleum Corp., Evanston, Ill., led the list of paint advertisers in spot tv with $206,440 on its Rust-Oleum rust preventative.

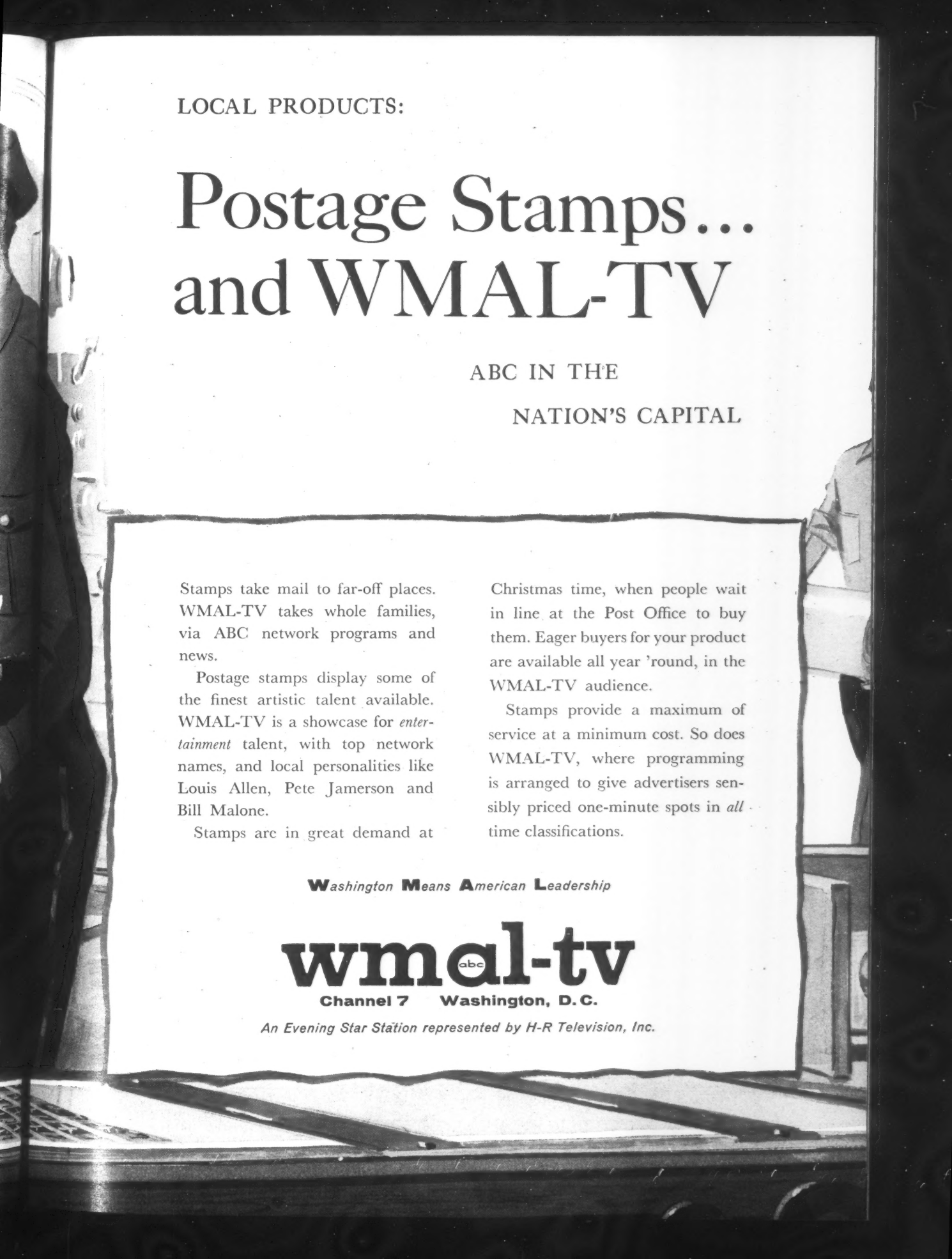
In network tv, Pittsburgh Plate Glass Co. and du Pont Co. invested a total of $459,650 on their home paint products, raising the total 1958 all-industry tv advertising expenditure to $1,644,250, representing gross time costs only, TvB reported.

Trek to tv

The nation's top 100 newspaper advertisers spent 15.9% more in television in 1958 than during the previous year, and cut their newspaper expenditures by 4.5% over the same period. As reported by the Television Bureau of Advertising, gross tv time sales, spot and network, to this group totaled $581,983,460 in 1958 as against $502,137,986 in 1957. Their newspaper purchases fell from $381,151,000 in 1957 to $364 million last year.

Ad focus changes

Increased competition for consumer time and attention today demands advertising be brief and yet interesting, Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago, told an advertising seminar May 1 at the U. of Wisconsin, Madison. He said the "increase in education forces us to be both more credible and in better taste." He explained that emotional appeals and symbols still must be employed, but they must be in harmony with consumer symbols and motivations.



LOCAL PRODUCTS:

Postage Stamps... and WMAL-TV

ABC IN THE NATION'S CAPITAL

Stamps take mail to far-off places. WMAL-TV takes whole families, via ABC network programs and news.

Postage stamps display some of the finest artistic talent available. WMAL-TV is a showcase for *entertainment* talent, with top network names, and local personalities like Louis Allen, Pete Jamerson and Bill Malone.

Stamps are in great demand at Christmas time, when people wait in line at the Post Office to buy them. Eager buyers for your product are available all year 'round, in the WMAL-TV audience.

Stamps provide a maximum of service at a minimum cost. So does WMAL-TV, where programming is arranged to give advertisers sensibly priced one-minute spots in *all* time classifications.

W*ashington* **M***eans* **A***merican* **L***eadership*

wmal-tv

abc

Channel 7 Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.

WHLI

"THE VOICE OF LONG ISLAND"

the only station that;

- completely covers the independent Long Island Market (NASSAU-SUFFOLK) and its Huge, Quality-Buying ADULT AUDIENCE
- delivers GREATER LONG ISLAND... 2nd LARGEST MARKET IN NEW YORK STATE

WHLI'S GREATER LONG ISLAND COVERAGE

	Nassau	Suffolk	Total	Rank*
Population	1,305,700	591,900	1,897,600	5th
Net Income	$3,349,052,000	$1,043,397,000	$4,392,349,000	5th
Per Family Income	$8,663	$6,428		4th
Retail Sales	$1,944,710,000	$676,185,000	$2,620,895,000	6th
Food Store Sales	561,200,000	263,161,000	764,361,000	5th
Auto Store Sales	302,396,000	106,573,000	408,969,000	5th
Gas Station Sales	128,381,000	45,725,000	174,106,000	5th

"PULSE" proves that WHLI has the LARGEST DAYTIME AUDIENCE IN THE GREATER LONG ISLAND MARKET... BIGGER THAN ANY NETWORK OR INDEPENDENT STATION!

*Rank among Counties in the U.S.

WITHIN WHLI'S COVERAGE AREA

Population	5,668,100
Net Income	$13,139,675,000
Retail Sales	$6,846,081,000

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y. the voice of long island

Represented by Gill-Perna

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00

☐ 52 weekly issues and Yearbook published in September 11.00

☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

RAB 'Road' report: healthy local gains

Increased business this year at the local level will show gains in overall radio revenue, Kevin B. Sweeney, Radio Advertising Bureau president, predicted in his "Report From the Road" to be released today (May 11). Mr. Sweeney's assessment of radio's health (CLOSED CIRCUIT, April 27) was developed at the bureau's 1959 area sales clinics, now entering their fourth week.

Reasons for Mr. Sweeney's optimistic outlook for the radio business:

- Automobile dealers are replacing supermarkets as radio's principal local customer, and not because supermarkets are spending less, but because auto dealers are spending more.
- Summer business will be at an all-time high, with soft drinks nationally and through their bottlers spending at least 20% more than in any recent year.
- National business is still sluggish, but RAB's national sales department forecasts a substantially better second half with a clear gain over the second half of 1958.

Reporting from the West Coast where last week he supervised clinics in San Francisco and Los Angeles, Mr. Sweeney analyzed the retail swing to radio with the observation that retailers are becoming more aware of the need to diversify their media approach . . . "And that has to mean more radio."

Ad turnabout

The newspaper strike in New York last December was responsible for a turnabout in the advertising strategy of Fairbanks Motors Co., the Bronx, which has been a consistent space user in area newspapers. The company, which rebuilds auto motors and transmissions, channeled its advertising dollars into radio via WLIB New York. The result: a 25% increase in business over the past five months.

Fairbanks' uses spot announcements on WLIB early in the morning and late in the afternoon, scheduling as many as six announcements per day. The campaign is handled by Gelles Adv., New York. Michael Abruzese, president of Fairbanks, reported last week that the radio announcements out-pull the newspaper insertions by more than three to one.

IT TAKES PEOPLE TO SELL PEOPLE / Sir Winston Churchill.

A creative genius. Writer, statesman, historian, artist. An idea man. But, like all ideas, it took a salesman to sell them. And, Sir Winston, above all, is a salesman – with stature.

On Radio WIL, behind the news and music, behind the weather reporting and radio personalities are salesmen. Salesmen that sell your products, services and ideas. In short, it takes people to sell people.

In St. Louis, WIL is known for many things. But above all, WIL is a salesman–with stature.

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

THE BALABAN STATIONS
in tempo with the times
WIL St. Louis **KBOX** Dallas **WRIT** Milwaukee
JOHN F. BOX, Jr., Managing Director
Sold Nationally by Robert E. Eastman

Folger fills broadcast cup

It's still too early to tell, but J.A. Folger & Co. is "quite pleased" with response to a saturation broadcast advertising campaign in Chicago—it already has helped meet "anticipated sales figures," according to a company executive.

Starting March 9-16, the Kansas City firm launched a spirited teaser drive in radio, tv and other media to introduce Folger's coffee to Chicago. The theme: a promise by "Captain Folger" to "bring a mountain to Chicago." The gimmick: a mailed coupon by which a consumer could get an extra pound of Folger's for every one purchased in a chain or independent store.

Through Cunningham & Walsh, Folger bought 60- and 20-second spots on nearly two score radio outlets in the Chicago area, plus announcements on the city's four commercial tv stations. By month's end, it added tv schedules in South Bend and Elkhart, Ind.

Don Atha, of Folger's advertising department, told BROADCASTING that while his company is now "taking inventory" of actual sales for the first two months, it's gratified with the initial air campaign, of which tv has gotten the largest dollar share (out of an estimated $500,000-plus). Folger spent nearly $3 million in television last year.

The spot tv schedule, involving 52 week commitments, will continue in Chicago indefinitely, Mr. Atha reported, while radio has been "temporarily cut back" pending a sales inventory. "We will be using more radio, however, when the situation warrants it," he added. Newspapers, posters and other media also were utilized. The campaign set off lively competition in Chicago's coffee market.

Multi-spots decried by ad media planners

Nobody has been able to document the actual harm to advertising by multiple-spotting, but it was agreed last Tuesday (May 5) by members of the New York Advertising Media Planners that agencies are continually short-changed by many tv stations.

Led by a panel of three—Dick Jones, vice president at J. Walter Thompson; Max Tendrich, vice president and media director, Weiss & Geller and William E. Matthews, vice president and assistant media director, Young & Rubicam—a group discussion was held on the effects of multi-spotting and what is being done to restrain the practice. The NYAMP takes no action as a group, but meets monthly to discuss topics of mutual interest.

The panelists, reporting on their surveys of New York advertising agencies, concluded that the agencies are disturbed by the practice. None of them like having their time cut short and most of them do take some form of action, but there is no dependable, clear-cut way of checking or policing.

The form of action varies from inserting special clauses in contracts to not placing further business with the guilty station. Most agencies use some form of monitoring service, which, at least in time, reveals what the pattern of the station is. One proposal was that stations should refuse spots to avoid triple spotting. It would be better, it was argued, for them to raise their rates. The agencies, however, object to paying any premium for promises of no triple-spotting.

The NAB's tv code, in the news in recent weeks for its stand on personal advertising (BROADCASTING, May 4), was criticized by the NYAMP for its loose terminology regarding spot advertising. The code does not make it clear, several mediamen said, as to the policy a station should abide by. A bad mixture of semantics, it was declared, enables a station to hide behind the code and feel secure in its placement of spots.

Stop playing by ear, Dodge ad chief asks

Advertising agencies were criticized sharply last week by W.D. Moore, advertising director of the Dodge Div., Chrysler Corp., for failing to make "full use of research in creative approach to the marketing problem."

Mr. Moore told members of the Toledo Advertising Club last Wednesday (May 6) that agencies rely "too much on gimmicks, glamour and gross circulation instead of researched fact in moving goods in the market." He advocated more information about markets, motivations, messages and media to build "a more solid foundation for creating scientific advertising campaigns."

"Research is not restrictive at all," Mr. Moore declared. "In fact, it clearly defines areas which need the most creative assistance. By marking the channels for action, research prevents us from sailing off in all directions—on indirect, and often incorrect, courses."

He contended that advertising men are "wrong" to sell themselves to management as "creative artists," since management "wants them to be scientists." He continued:

"We advertising people are not evangelical prophets of even the first-coming of the cash-paying customer."

Seattle switch

Kraft, Smith & Ehrig will be the name of Honig-Cooper, Harrington & Miner's Seattle office after July 1.

KSE will continue as an affiliate of the latter. The officers: Warren E. Kraft, Sr., now senior vice president, will be chairman; Hugh A. Smith, president of Washington Market Research Co. (a H-CH&M division), will be senior partner; Donald B. Kraft, vice president-manager also senior partner; Jack Ehrig, vice president, partner, and Warren E. Kraft, Jr., vice president-assistant treasurer, partner.

Y&R picks four

William Milton Samuel, a son of Milton Samuel of Young & Rubicam's tv-radio promotion department in Hollywood, was one of four winners in this year's competition for scholarships under Y&R's aid to education program administered by the Young & Rubicam Foundation that was created in 1955 by Sigurd S. Larmon, board chairman and chief executive officer of the agency.

Under the program, the agency awards four-year scholarships to sons or daughters of Y&R employes who

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 30-May 6 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

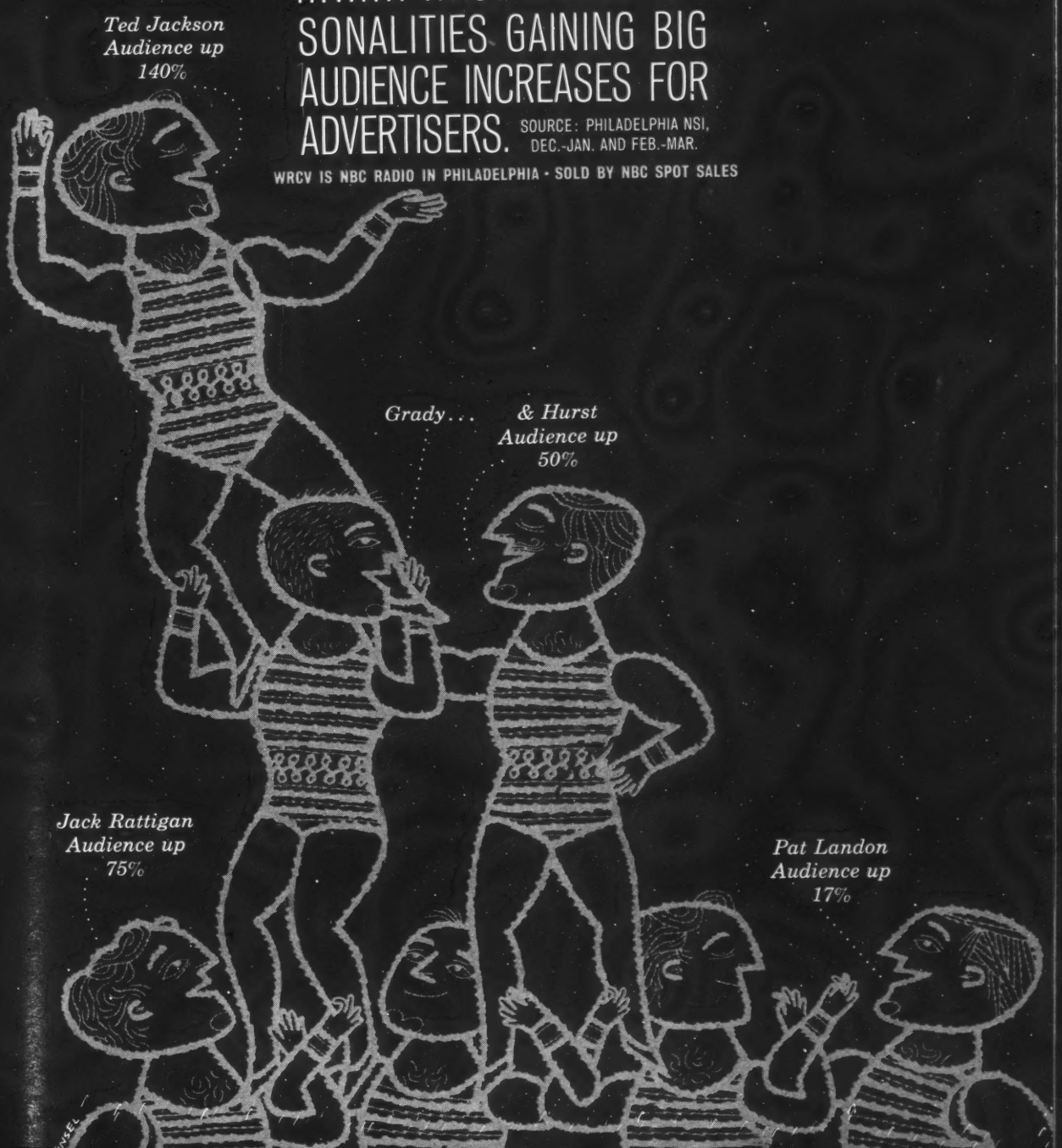
Date	Program and Time	Network	Rating
Thur., April 30	Playhouse 90 (9:30 p.m.)	CBS-TV	19.1
Fri., May 1	Cavalcade of Sports (10 p.m.)	NBC-TV	22.5
Sat., May 2	Gunsmoke (10 p.m.)	CBS-TV	25.4
Sun., May 3	At The Movies (10 p.m.)	NBC-TV	29.1
Mon., May 4	Danny Thomas (9 p.m.)	CBS-TV	25.0
Tue., May 5	Rifleman (9 p.m.)	ABC-TV	19.5
Wed., May 6	Emmy Awards (10 p.m.)	NBC-TV	33.7

Copyright 1959 American Research Bureau

IN PHILADELPHIA RADIO WRCV IS THE TOP PERFORMER

ATTRACTING THE LARGEST AUDIENCE ALL WEEK LONG ...WITH WRCV SALES PERSONALITIES GAINING BIG AUDIENCE INCREASES FOR ADVERTISERS. SOURCE: PHILADELPHIA NSI, DEC.-JAN. AND FEB.-MAR.

WRCV IS NBC RADIO IN PHILADELPHIA · SOLD BY NBC SPOT SALES



Trust Co. banks on etv series

Advertising returns of the U. of Rochester's (N.Y.) programs over WROC-TV there for the Lincoln Rochester Trust Co. have been assessed by the bank.

Spot audits show that the mention of a bank service on two primarily educational programs: *University Commentary,* or *University Open House,* can attract several million dollars of business to the bank.

The two university programs, in their sixth year of commercial sponsorship, are presented on alternate weeks. *Commentary* is a telephone forum. University students and a panel of experts deal with questions telephoned by viewers while the program is in progress. *Open House* presents lecture-demonstrations, discussions, films, etc.

Some of the ways Lincoln Rochester has been able to gauge the effectiveness of its brief messages at the beginning and ending of each show:

The script of one of the programs ("How to Buy a Home") was made into a booklet. The bank received 2,000 requests for it after announcing over WROC-TV that the booklet was available. "Undoubtedly," the bank says, "this helped increase our mortgage loans." Another university program dealing with investments brought inquiries at the bank and resulted in one large investment account. A program about trusts and wills that included a Lincoln Rochester trust officer on the panel is credited by the bank with bringing several million dollars in new accounts to its Trust Dept.

Lincoln Rochester Trust Co. has renewed the university-WROC-TV series for the seventh year.

qualify. Amount of each grant is determined by the winner's need. Other winners included Ellen Jane Press, daughter of Mrs. Kay Press in the accounting department; Frederick Harris Gardner, son of Paul Gardner in Y&R's publicity department. A fourth award was a special scholarship to Natalio P. Bayonet, son of Mrs. Lydia Rivera Lugo of Y&R's copy department in the Puerto Rican office, the first educational benefits extended by Y&R beyond the continental U.S. Y&R also is engaged for the fourth year in its program of matching contributions made by its employes to privately-endowed colleges. Already, the foundation has contributed this year to 52 colleges in amounts equivalent to those made by 126 employes.

L.A. ad Women step up for Lulus

Los Angeles Advertising Women Inc. presented 24 golden Lulu trophies to top ad women May 3 at the local Hotel Ambassador.

Top honor for radio commercials was won by Marion Sternbach of Honig-Cooper, Harrington & Miner, Los Angeles (for Interstate Bakeries Corp. [Weber's bread], Kansas City, Mo.). Second prize for radio commercials went to Terri McFadden of Robinson, Jenson, Fenwick & Haynes, Los Angeles (for Breast O' Chicken Tuna Inc., San Diego).

The best monochrome tv commercial award was given to Nora M. Fischer of Brewer, Mulcahy & Fischer, Los Angeles (for the Woggle Stick Co.). Second prize to Mary Louise Metcalf of Kenyon & Eckhardt, Los Angeles (for Max Factor & Co., Hollywood). The best color tv commercial was by Gretta Van Dyke of Carl Lawson Adv., Phoenix, Ariz. (for Arizona Savings & Loan).

The first-place sales promotion and merchandizing Lulu went to Norma Fulcher of Portland (Jantzen). Second to Gena Melin of Hixson & Jorgensen Inc., Los Angeles.

Civic and public service film production awards went to Avalon Daggett of Avalon Daggett Productions (for The Tribal Council of the Apache Nation), and Adele Ullman of Los Angeles City Schools and KNXT (TV) Los Angeles.

• Business briefly

Time Sales

• Wilson & Co. (for Ideal dog food), Chicago, buys spot radio schedule in 23 markets to supplement *Take Five* tv series in 17 others. Agency: Roche, Rickerd & Cleary, Chicago.

• Oldsmobile Div., General Motors Corp., Lansing, Mich., is sponsor of *Too Young to go Steady,* situation comedy series (NBC-TV Thurs., 8:30-9 p.m.) making its debut on May 14. *Too Young* replaces the auto manufacturer's prior entry in the same time slot, *The Oldsmobile Theatre.* Agency: D.P. Brother & Co., Detroit.

• Pharmaceuticals Inc., N.Y., through Parkson Adv., N.Y., will sponsor a new adventure series tentatively titled *Undercover Man* on CBS-TV Tues., 9-9:30 p.m. starting in the fall. Screen Gems is filming the series, with which the successful motion picture writer-producer-director team of Clarence Greene and Russell Rouse will make their tv debut. Mr. Greene will produce and Mr. Rouse will direct the series, with the pair collaborating on the scripts. Mike Connors will be starred.

• Procter & Gamble, Cincinnati, will sponsor *Captain of Detectives* which stars Robert Taylor on ABC-TV, Friday, 10-10:30 p.m., in the fall (starts Oct. 16). Weekly series marks Mr. Taylor in his tv debut in role of criminal investigator. William Morris Agency represented Mr. Taylor, Four Star Films and Hasting Films both in the packaging and in negotiations with the network. Benton & Bowles, N.Y., is agency for P&G.

• The R. J. Reynolds Tobacco Co., Winston-Salem, N.C., will be an alternate sponsor of *Johnny Staccato* (NBC-TV, Thurs., 8:30-9 p.m.). The filmed mystery series starts Sept. 10. Agency: William Esty Co., N.Y.

• General Mills Inc., Minneapolis, will sponsor four quarter-hours per week of ABC-TV's weekday series of cartoon, action and adventure programs (5:30-6 p.m.) beginning Sept. 28. Agency: Dancer-Fitzgerald-Sample, N.Y.

• 5 Day Labs, Div. of Associated Products Inc., N.Y. will co-sponsor *Leave It to Beaver* (ABC-TV, Thurs.,) effective July 2 when the show moves from its present 7:30-8 p.m. time slot to 9-9:30. The order, in behalf of 5 Day deodorant pads, was placed through Grey Adv., N.Y.

• *Tales of Wells Fargo* (NBC-TV, Mon., 8:30-9 p.m.) is sold out for next season. Alternate sponsors are American Tobacco Co., New York, renewal placed through Sullivan Stauffer, Colwell & Bayles there, and Procter & Gamble, Cincinnati; new order through Benton & Bowles, N.Y.

• Old London Foods, N.Y., has signed as a participating sponsor of *American Bandstand* (ABC-TV Mon.-Fri. 4-5:30 p.m.). Involved are five alternate-week quarter hours May 7-June 25 and 13 alternate-week quarter hours Sept. 24-March 10, 1960. Agency: Richard K. Manoff, N.Y.

• The Continental Baking Co., Rye, N.Y., enters its eighth year as a sponsor of *Howdy Doody* (NBC-TV Sat. 10-10:30 a.m.), effective June 13. Renewal of half-sponsorship was placed through Ted Bates & Co., N.Y.

• Sponsorship of ABC-TV's *Cheyenne* next fall: Ralston Purina Co. (Purina dog chow), St. Louis, through Gardner

NO TALL TALES ABOUT TOWERS

. . . for us! Naturally we have one. Couldn't be in business otherwise. And, since this truth is self-evident, we think you're more interested in other aspects of a station's operation. Such as . . .

. . . *Audience.* KSLA-TV has led in every Shreveport survey made.

. . . *Creative programming.* KSLA-TV has 64% more local live time than its competition.

. . . *Staff.* Take our News Department. Six full-time newsmen at KSLA-TV shooting 1,800 feet of film a week.

. . . *Community Interest.* Well, our station manager is Shreveport's "Outstanding Young Man of the Year."

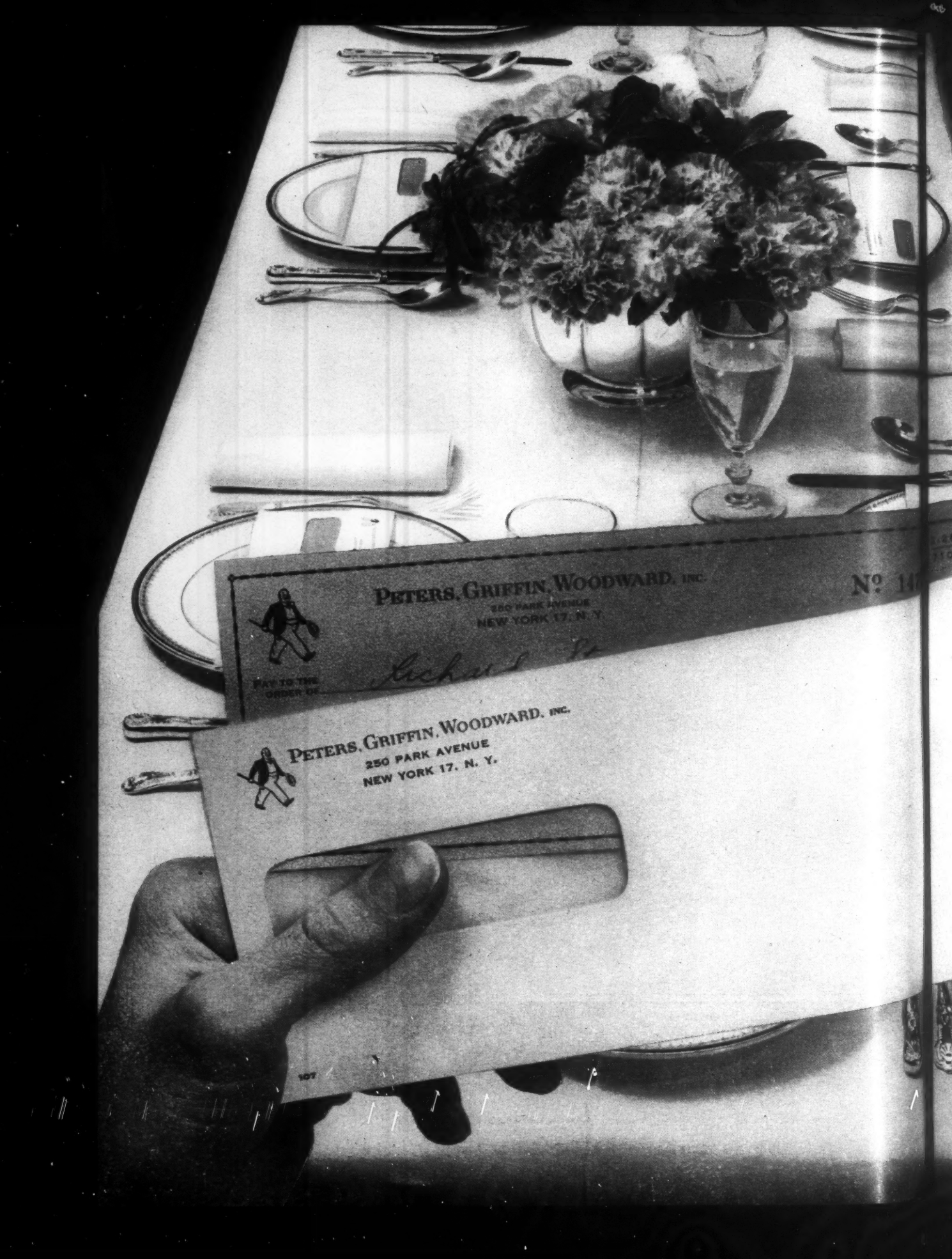
These are the things that measure KSLA-TV's position in its market, not the height of its tower. But if you ask, any Harrington, Righter and Parsons man will gladly tell you it tops at 1,185.

KSLA TV

CBS

channel 12 shreveport, la.

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.


PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.
PAY TO THE ORDER OF
PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE
NEW YORK 17, N. Y.

THE PGW COLONEL SAYS:

"We like salesmen who know how to pick up a check"

When a **PGW** sales team wins a sales contest, the members of that team are given a party where *every* winner picks up a check . . . a big one.

Yes, we like a man who knows how to pick up a check . . . a sales contest check, a sales incentive check or a profit share check . . . and we offer *all* of them at **PGW** because we like salesmen who like to compete . . . and win. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

Adv. Co. there, effective Sept. 21; National Carbon Co. (Division of Union Carbide), N.Y., for Eveready products and Prestone anti-freeze, through William Esty Co., N.Y., effective Oct 5, and Johnson & Johnson, New Brunswick N.J., through Young & Rubicam, N.Y., effective Dec. 14. New slot for *Cheyenne:* Mon. 7:30-8 p.m.

• Chesebrough-Pond's, N.Y., will sponsor a one-hour special on CBS Radio next fall starring Maurice Chevalier. The show will originate in Paris. Agency: J. Walter Thompson, N.Y.

• ABC Radio reports signing five sponsors: Union Carbide Corp., N.Y., through J. M. Mathes Inc., N.Y., and Eugene M. Stevens Inc. (mail order), N.Y., through Curtis Adv., N.Y., both for *Breakfast Club* (Mon.-Fri., 9-10 a.m.); General Foods Corp., White Plains, N.Y., through Young & Rubicam, N.Y., and the Savings and Loan Foundation Inc., Washington through McCann-Erickson, N.Y., both for various newscasts and R. M. Hollingshead Chemical Corp., (Chemical Corp., products) Camden, N.J., through Gresh & Kramer, N.Y., for *Story Princess* (Sat., 10-10:30 a.m.).

• Also in advertising

• James Thomas Chirurg Co. has moved its Boston office to 824 Boylston St., Chestnut Hill, Mass.

Little man grows

One of four NBC-TV clients in 1958 spent less than $50,000 for gross time and more than half of the network's clients (94) spent less than $250,000, Hugh Beville, vice president for planning and research, told the fourth district convention of Advertising Federation of America in St. Petersburg, Fla., May 1. He predicted that all tv networks will widen attractions for smaller advertisers in the next 10 years.

• Young & Rubicam will move its Hollywood office Aug. 1 to larger quarters on the 11th floor of the new First Federal Bldg. at Hollywood Blvd. and Highland Ave. Floor space will be increased more than 1,000 sq. ft., to accommodate expanded operations of its radio-tv department. The agency's downtown Los Angeles office is unaffected by the change.

• Affiliated Ad Agencies Network, has moved its international headquarters from Spokane to the Wrigley Bldg., Chicago. Benjamin Tallman, formerly vice president, Tallman, Smith & Assoc., Chicago, succeeds Donald M. Alexander as executive secretary of AAAN.

• Hudson Pulp & Paper Corp., N.Y., and its agency, Norman, Craig & Kummel, N.Y., announced jointly last Thursday (May 7) the termination of their association, effective Aug. 31. The account bills about $1 million and is an active spot radio-tv user.

Agency appointments

• Whitehall Labs division of American Home Products, N.Y., last week settled its outstanding account—loose actually for about a week—by appointing Tatham-Laird, Chicago (which has an office in New York) to handle Dristan (AT DEADLINE, May 4). It's estimated that the Dristan account is worth some $8 million in billing, its spot and network broadcast investment alone over $5 million. (An earlier estimate of $5 million from an agency source has been scaled up.) Byran Houston, N.Y., resigns Dristan and two test products June 30.

• Hawthorn-Mellody Farms Dairy, active broadcast advertiser, appoints Lilienfeld & Co. to handle advertising for its Kansas City and Cleveland divisions.

• Blitz Weinhard Co. (beer), Portland, Ore., appoints Johnson & Lewis, S.F., for Pacific Northwest.

• Chun King sales (Oriental foods), Duluth, Minn., appoints BBDO for its estimated $1.5 million account. The advertising has been handled by J. Walter Thompson Co., Chicago.

PLAYBACK QUOTES WORTH REPEATING

Call to arms

In his president's report to the 14th convention of the West Virginia Broadcasters Assn., Robert W. Ferguson (general manager, WTRF-TV Wheeling) called for less talk and more action in broadcasters' public relations:

You don't have to have much perceptive sense to be able to say that tomorrow in our business we will be in for more harassment from all sectors and segments of our society. The turmoil pot is going to boil and bubble with greater intensity. Competitively we'll probably get dirtier with our own broadcaster brother through rate-and-throat-cutting and not attempt to direct collective efforts against other media. I suppose the main reason that almost everyone connected with broadcasting proclaims we need better public relations is that the necessity is obvious and that our past relations have been so lousy and inept.

Certainly one area where we can do this is to publicly support bills and legislation that are in the public interest. Further, I think we should go all-out for highway safety campaigns, Voice of Democracy contests and support of state educational institutions. Certainly, we should investigate scholarships and achievement awards. Your state association must have more public and governmental recognition if it is to be fully effective as the authoritative representative of the broadcasting industry in West Virginia.

We will never reverse Canon 35 unless the above objective is met first.

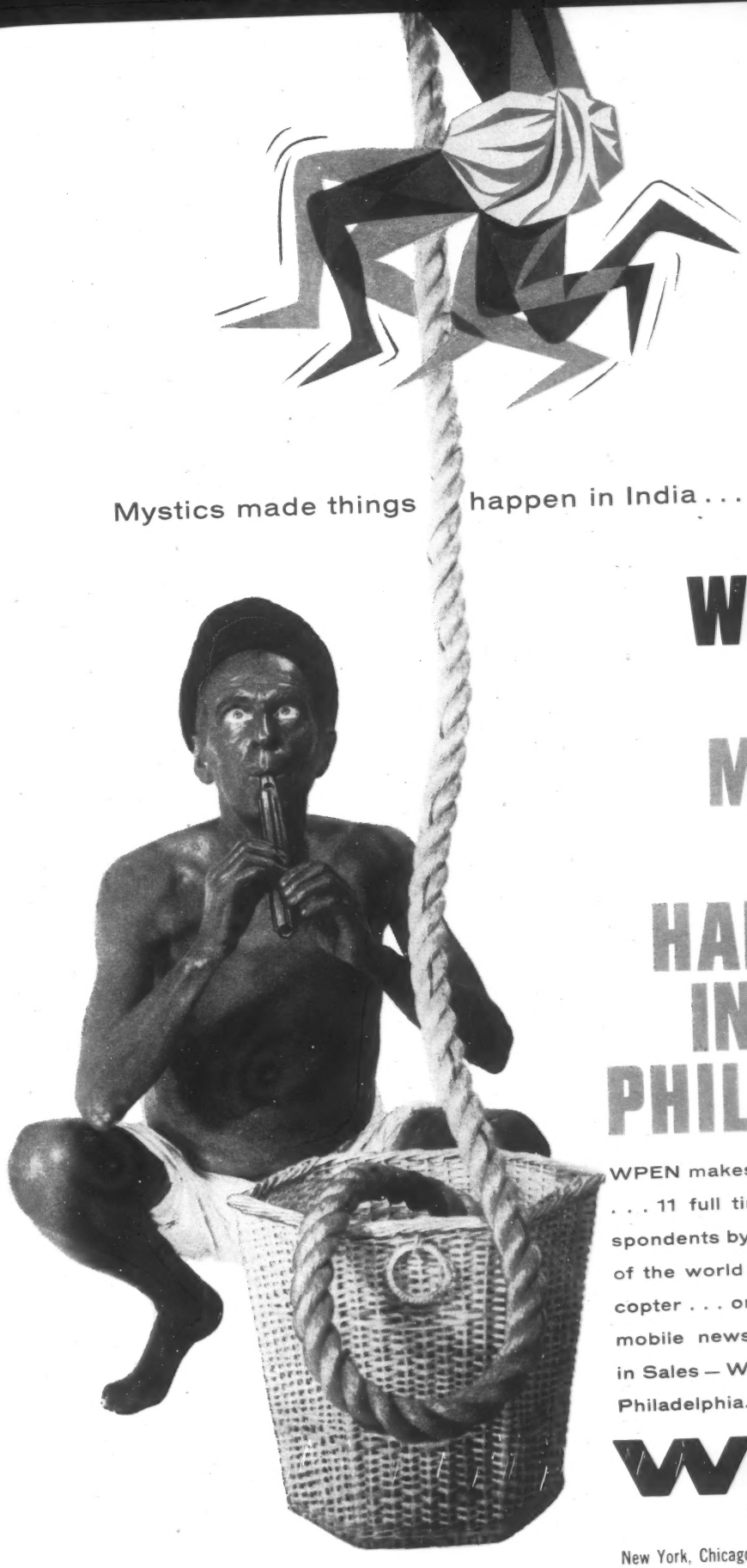
Retailers and radio-tv

Edward Prager, head of his own agency in Baltimore, told delegates to the sales promotion convention of the National Retail Merchants Assn. in Miami last month that advertising thinking must be updated to today's world of change. He spoke in part:

There was a day, just one brief generation ago, when there was only one place to shop—downtown—and virtually one way to advertise—in print media: newspapers and direct mail. That day is gone; but the old advertising habits remain, often to your cost. Perhaps I can embolden you to explore the new world of media, to your profit!

Regardless of which surveys you accept or reject, you know that most Americans spend the biggest part of their at-home time in front of tv sets. You know, as retailers, that sales of radio sets have been on the increase for the last two or three years. And you've observed that people drive automobiles, many with the radio turned on.

The conclusions are rather obvious, aren't they? Which of these media can and should you use, as part of your total advertising effort, for bigger results on a small budget. You'll have to give it careful study—or have a consultant or an advertising agency or a knowledgeable media man study it for you. But the chances are better than two-to-one that you *do* need to supplement your print media with either television, radio, outdoor, or transit-vehicle advertising—not simply because modern America is spending far more than twice its reading time with air media and outdoors, but for other cogent reasons as well.



Mystics made things happen in India . . . and

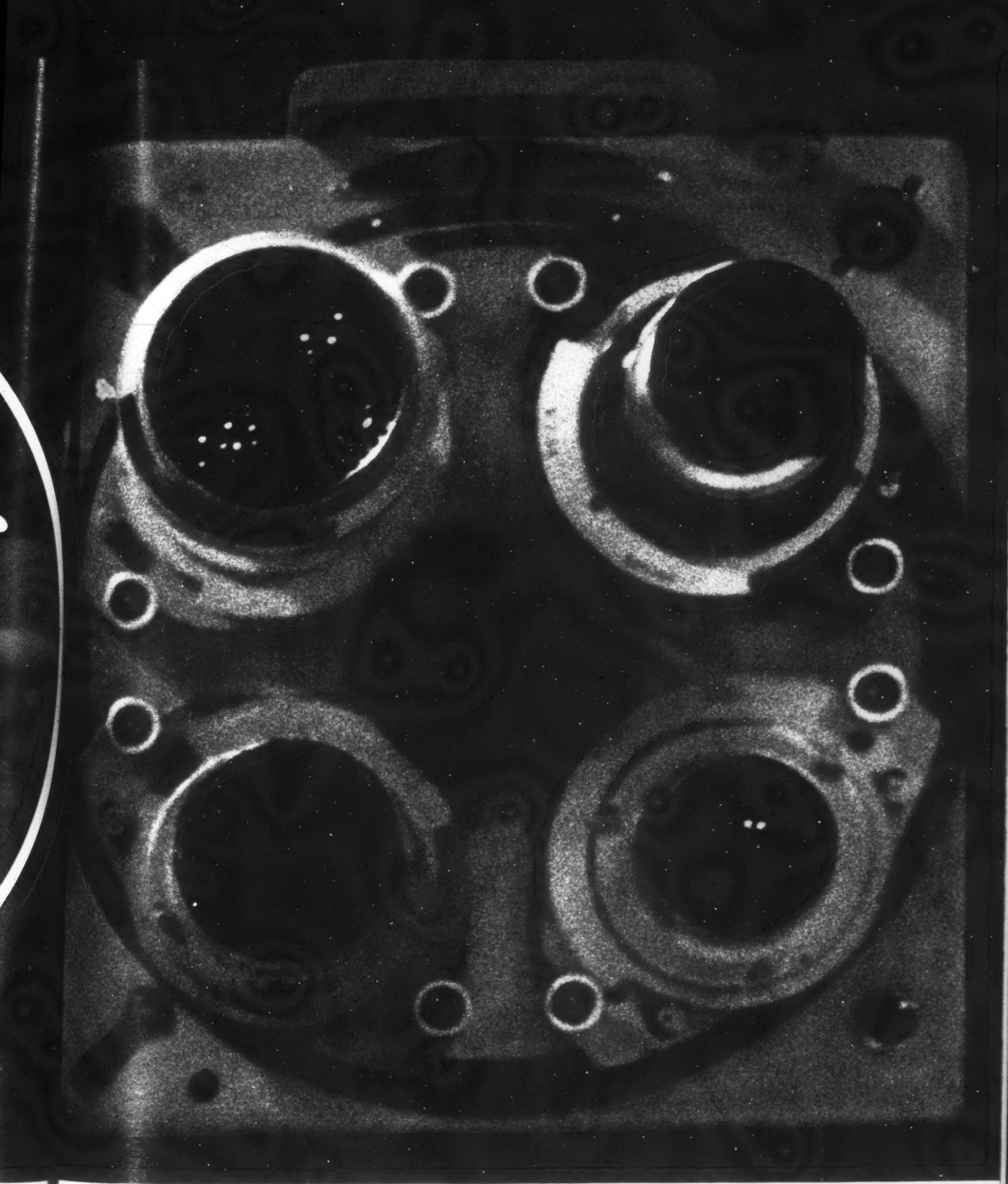
WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN makes news with its news operation . . . 11 full time men . . . exclusive correspondents by direct line from major capitals of the world . . . our own on-the-spot helicopter . . . on-the-street reporters . . . and mobile news units. In Programming — and in Sales — WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by
GILL—PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.

PETER POTTER'S JUKE BOX JURY
BISHOP FULTON SHEEN PROGRAM
OPEN END WITH DAVID SUSSKIND



NTA "LIVING-TAPE": NOW A LIVING REALITY FROM COAST TO COAST! Here is all the topical, live-look impact . . . the low-cost efficiency . . . the way to capitalize on the full potential of the exciting new dimensions which tape is meant to convey. Here are three proven programs which keep all the promise inherent in tape for television. Peter Potter's Juke Box Jury, The Bishop Fulton J. Sheen Program, Open End With David Susskind— available now for local market sale on "Living-Tape."

NTA Program Sales, division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York

NTA PROGRAM SALES

IERT EXPLORES 'CULTURAL' TV

CBS-TV announces plan for major informational series

Hour-long informational broadcasts will be presented by CBS-TV once a month starting this fall and next year. "We proposed to make this a bi-weekly, and after that a weekly, program—if networks are permitted to maintain their present structure," Dr. Frank Stanton, president of CBS Inc., said last week. He addressed the Ohio State U. Institute for Education by Radio-Tv on Wednesday.

Other featured speakers before the May 6-9 meeting included John P. Cunningham, board chairman-president, Cunningham & Walsh; FCC Comr. Frederick W. Ford; Paul Chamberlain, General Electric Co., and by closed circuit from Washington, Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.). IERT also announced its annual awards (see separate listing pages 53, 54).

Dr. Stanton said the special informational programs "will report in depth on significant issues, events and personalities." CBS-TV, he said, is "determined to press the medium to its fullest development as an informational force as effectively and as fast we can."

The CBS chief said television is "obliged to serve an extraordinarily heterogeneous society . . . must take into account the desires and wants of *all* the people."

A "responsible broadcaster," Dr. Stanton said, "must do more than just respond. He must lead. He must stay ahead."

The Ultimate Goal • Dr. Stanton said that as yet no one has had time to develop perspective in criticism of tv programming. "We are still attempting, through honest and sincere application, to arrive at standards that other media took centuries to discover—even though they had much less inclusive audiences," he explained.

A book is a best seller if 40,000 copies are sold, he said. "But seven or eight million people watch television programs that are highly intellectual in character and 25 to 50 million have seen such plays as 'Hamlet' or Henry James' 'Wings of the Dove' or Thornton Wilder's 'Our Town' on television —enough to fill a large legitimate theatre for 20,000 to 40,000 nights, from 50 to 100 years."

Dr. Stanton said "our major and over-riding problem in programming is not only the danger of getting too far ahead of the people, but also getting too far behind—how far we can go in any direction and how soon."

Cunningham predicts tv ad, program split

Agency executive John P. Cunningham delved into three different areas of television—commercial, educational and "cultural"—and presented a platform for each before the IERT. (CLOSED CIRCUIT, May 4.)

In brief, Mr. Cunningham predicted:

• Commercial or "entertainment" tv—Eventually there will be separation of advertising from programming (or "editorial content") in television, with advertisers buying commercials *en bloc* and which will be rotated among various shows.

• Educational tv—If not enough vhf channels are available for an educational tv "network," then the money ought to be coughed up and the channels purchased.

• Cultural tv (sponsored or sustaining)—This is not the cup of tea for the advertiser of packaged goods so don't expect too much from them in this area of programming. But more of culture tv programming can be expected from companies selling services or in need of a respected corporate image.

Mr. Cunningham campaigned in greater detail a proposal he had made earlier this year: that a joint "24-hour" etv facility be established and manned nationwide (AT DEADLINE, Feb. 9). He noted that since his proposal—made before the Advertising Federation of American mid-winter conference at Washington—"I have been battered by some of my own brethren in advertising, but have had many, many others volunteer to help."

Funds Source • As for financing national etv (which he reiterated was essential to "upgrade our national mind"), Mr. Cunningham left no doubt he was aiming his plea for funds to American business, particularly the corporation that spends "each year individually as much as $10-40 million in television."

Of the tv-oriented, heavy spending advertisers, he said, "they owe the medium a lot and they know it," and since tv gives them so much, "I am sure they will move it [etv] up high on their annual budget of gifts to civic and charitable causes which in many companies is quite substantial."

So far, he reminded, the etv "seed money" has come from foundations such as The Ford Foundation, but he said, American business must give "generously" too for the establishment of etv stations. Most of the operational funds, he thought, would come from federal, state and local educational sources. Mr. Cunningham asked the advertising profession—suggesting perhaps the Advertising Council—to wade into what he termed "project headway" by contributing its "most skilled merchandising techniques and sell the advantages of educational tv to the masses."

He sought to allay broadcaster "fears" of etv competition by suggesting FCC could accommodate a national etv system without disrupting commercial channel allocations.

Many "good things" can come from the transition of advertising separation from programming ("as it is in the public prints"), according to Mr. Cunningham. Among them he would predict:

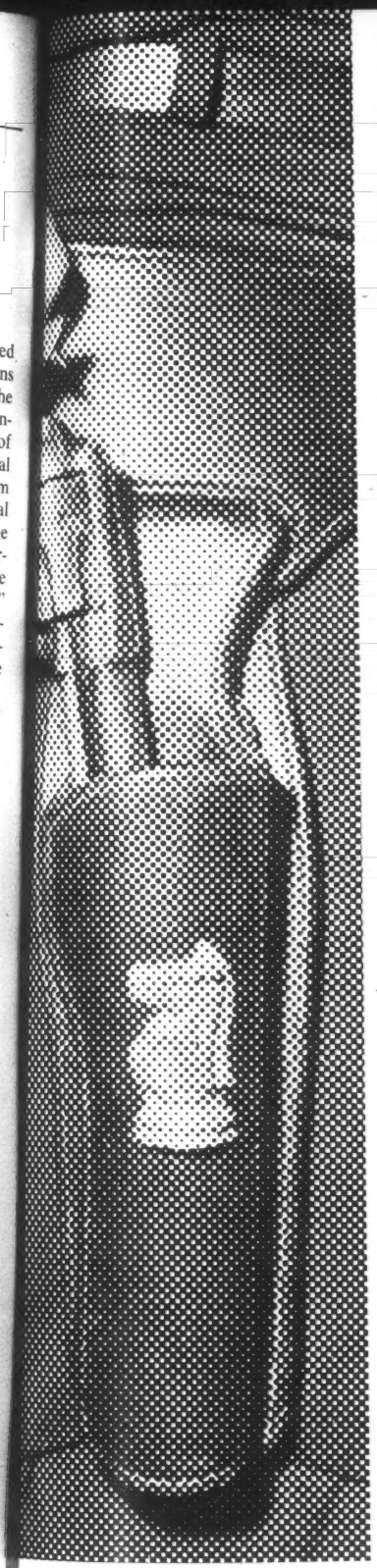
End of Rating Manacle • An end to "blind devotion" to ratings; softening of "monopolies" by a few large advertisers in prime time; a reduction of imitation and mediocrity; a relief for sponsors of concern for program content; a liberating of "tv editors" from commercial control and restriction, permitting them to experiment; the emergence of "some great new tv editors of the airwaves."

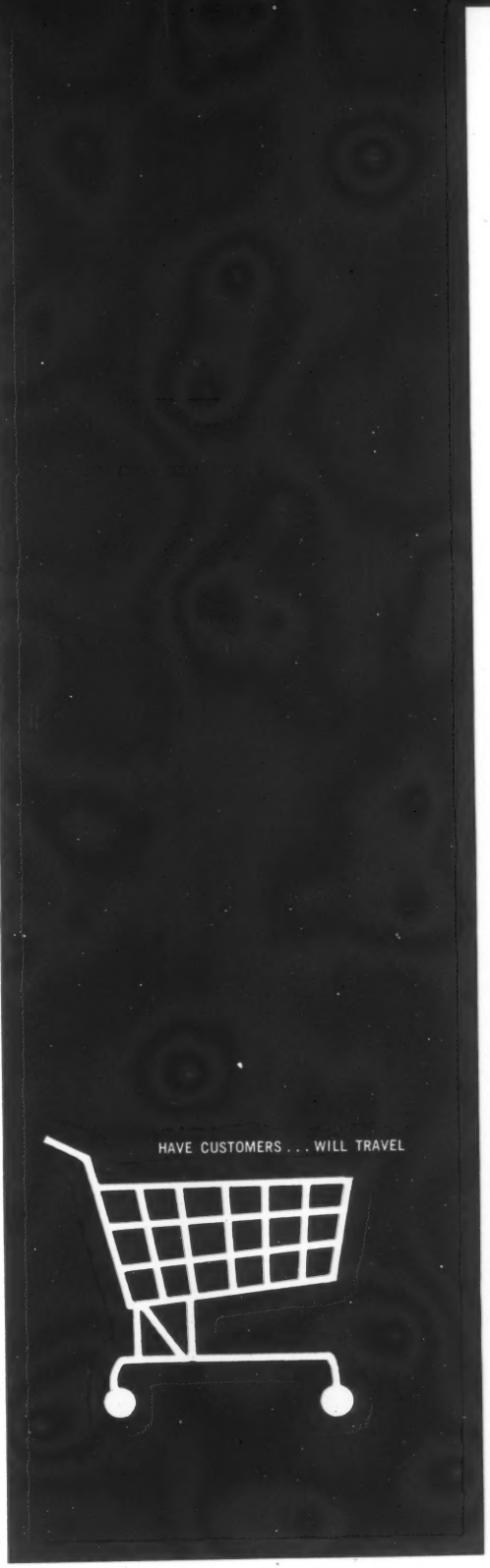
Mr. Cunningham also hinted that one "country-wide" etv channel would not be enough. He suggested that the excise tax on uhf-vhf portable tv sets be removed to put them on a competitive footing with vhf-only portables. He also lauded commercial broadcasters for having already contributed more than $1.1 million to 31 of 43 "activated" educational stations.

Etv bills in Congress are promised support

The IERT meeting—via a conference telephone call—quizzed congressional Commerce Committee chairmen Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.) Thursday afternoon in their Washington offices about pending educational tv legislation. Their answers were heard on a loudspeaker by the delegates in Columbus.

Sen. Magnuson said he had pushed





IN SAN DIEGO KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY THAN ANYTHING

Most exciting **western** action of all is n
on the TV screen . . . It's the big, excitin
booming action of the San Diego TV audien
of which KFMB-TV has the lion's sha
For instance, all of San Diego's top
TV shows are on KFMB-TV—29 of the top
If you want to send customers
supermarket, drug store, auto or applian
showroom, be a good audience when t
Petry man calls on you. Better yet
you call h

KFMB 8 TV

REPRESENTED BY

Edward Petry & Co., Inc.

SAN DIEGO

S 12, granting $1 million to each state for etv, through his committee and the Senate because of the great need for more etv stations. He said etv has been one of the U.S.' most unused resources.

Rep. Harris, whose committee will hold hearings tomorrow and Wednesday (May 12-13) on S 12 and seven similar House bills (BROADCASTING, May 4), explained just what information witnesses could give which would help the committee. He said that the committee would consider the etv proposals in executive session within two or three weeks after the public hearings.

In answer to a question, Rep. Harris said that Secretary of Education Arthur Flemming would be asked to explain his department's opposition to S 12. He said he could not predict whether the committee would act favorably on the proposed federal aid to education—opposed by the Administration as unneeded and for budget reasons.

Federal Aid 'Needed' • Sen. Magnuson, replying to Sec. Flemming's contention federal aid is not needed, stated, "That is not so." He said the best proof states do need money is that several have requested federal aid and only 43 etv stations are on the air of 257 reserved. Both legislators cited the pressures by commercial interests to put to use these idle channels.

Sen. Magnuson, a member of the Senate Appropriations Committee, drew liberal applause from his long distance audience when he promised that if Congress approves federal money for etv, the Appropriations Committee will approve a bill providing the needed funds.

Witnesses scheduled to testify before the Harris committee this week include FCC Comr. T.A.M. Craven; Reps. Morgan Moulder (D-Mo.), Kenneth Roberts (D-Ala.), Hale Boggs (D-La.) and Harris McDowell (D-Del.), all authors of etv bills; John Ivy Jr., executive vice president of New York U.; Raymond D. Hurlburt, general manager of Alabama's three-station etv network; Novice Fawcett, president of Ohio State U. Also, Darwin Fenner of Merrill Lynch, Pierce, Fenner & Smith, New Orleans; John Cunningham, board chairman of Cunningham & Walsh; Ralph Steetle, executive director of the Joint Council on Educational Tv; William Harley, president of the National Assn. of Educational Broadcasters; Leland Hazard, Educational Tv & Radio Center; William Friday, president of the U. of North Carolina; L. D. Haskew, vice president of the U. of Texas, and Donald McGannon, president of Westinghouse Broadcasting Co. Many of these same witnesses testified before the Senate Commerce Committee during January hearings on S 12 (BROADCASTING, Feb. 2).

FCC tv set control urged by Comr. Ford

FCC Comr. Frederick W. Ford expressed his belief that an adequate nationwide tv system can be achieved only if the FCC is given legal authority to require that tv sets shipped in interstate commerce be equipped to tune all channels assigned to television.

Also he felt the FCC should control set performance characteristics so the tuning range of tv sets would be as good as technically possible consistent with the economics of manufacturing.

All-channel sets would be needed whether tv gets more vhf spectrum space from the military, continues the present 82-channel vhf-uhf system or is moved to an all-uhf system, he said. The only other alternative is a 12-channel vhf system only, which Comr. Ford felt would "finally result" in less service to the public than it presently receives.

Noting there are 32 vhf and 10 uhf noncommercial educational stations,

DR. STANTON

MR. CUNNINGHAM

MR. CHAMBERLAIN

COMR. FORD

REP. HARRIS

SEN. MAGNUSON

Commercial broadcasters, educators, public officials share cultural tv views before IERT at Columbus

Comr. Ford wondered whether the history of education would have been different, considering there are 162 uhf channels reserved for education, if tv sets had been required to receive all channels.

Comr. Ford said he "firmly" believes the public would willingly pay the extra cost per set ($35 to $45) for all-channel tuning.

National etv system seen aiding schools

General Electric's Paul Chamberlain urged the adoption of an educational tv system to "supplement our learning on a broad national scale." Instead of concentrating on what one station can do for one school or one community, he suggested setting up a system of educational stations "serving an entire area of many school districts."

The GE marketing expert declared that the cost of such a system would not be prohibitive. "In Dade County, Fla.," he revealed, "some 5,600 pupils are participating in a classroom educational-tv experiment using one station. According to figures published in *Newsweek* magazine . . . teaching by tv is saving the school system $300,000 this year. . . ."

He listed four major benefits of an educational tv system:

- It would alleviate the shortage of qualified and capable teachers by making more effective use of teaching talents.
- It would pave the way for tremendous economies in overall educational budgets by making more efficient use of present and planned school facilities.
- It would reduce future construction costs by allowing more rooms for large-scale teaching, thus lowering the rising costs of classroom duplication.
- It would apportion capital and operational costs over many school districts, with the initial investment in a tv system lower than the cost of one additional classroom per district.

Annual awards

Here are the annual radio-tv awards announced by IERT:

RADIO—CLASS 1 (Programs for Special Interest Groups):

Group I, national—First Award, "Summerfallow." CBC.

THE TALK OF BUFFALO is WGR Radio's new *fresh-air* programming concept. It features the sound that's all around... modern album music specially selected for young adults and flexibly presented by personalities with a sense of humor. Carefully mixed with frequent newscasts that travel the news faster, top sports coverage in the area, and think-programs to keep informed people informed, WGR's new concept is winning *bigger audiences* and *greater community acceptance* in Western New York.

But that's not all! For grocery product advertisers, WGR Radio offers at no extra cost the most effective point-of-purchase merchandising plan in Western New York. Qualified thirteen-week advertisers get one week of preferred-position displays in Buffalo food stores, including 120 A&P and Nu-Way super markets.

WGR's mobile "Studio 55" broadcasts from different high-traffic super market locations every week...another sales extra when you advertise on Buffalo's first station.

For more information about merchandising and *fresh-air* availabilities on WGR, at the top of the dial in Buffalo, call Peters, Griffin, Woodward.

NBC • 550 KC • BUFFALO

WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WNEP-TV, Scranton—Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va.

Group II, regional—First Award, "The Country Hour," WBBM Chicago; Honorable Mention, "How Does Your Garden Grow?" KFUO St. Louis.

Group III, local—No Entries.

RADIO—CLASS 2 (Religious Programs):

Group I, national—First Award, "The Eternal Light," NBC and Jewish Theological Seminary; Honorable Mentions, "The Seven Last Words," The Upper Room Radio-Tv Parish, "Good News," The Methodist Church (Ohio-Area) and MBS.

Group II, regional—Honorable Mention, "And There Was Light," WBBM Chicago.

Group III, local—No Entries.

RADIO—CLASS 3 (Cultural Programs):

Group I, national—First Award, "CBC Drama Series," CBC International Services; Honorable Mention, "CBC Concert Hall," CBC

Group II, regional—First Award, "The Studs Terkel Wax Museum," WFMT (FM) Chicago; Honorable Mention, "Parallel," WRCA and Columbia U. Center for Mass Communications.

Group III, local—First Award, "Ideas and the Theatre," KUOM, U. of Minnesota, Minneapolis; Honorable Mention, "This is Ray Star," Dixie Productions and WGRO Lake City, Fla.

General Award (No Special Class)—Special Citation for Cultural Excellence in Overall Programming to WFMT Chicago.

RADIO—CLASS 4 (Personal and Social Problems):

Group I, national—No Awards.

Group II, regional—First Award, "As Children See the World," U. of Tennessee.

Group III, local—First Award, "Psychologically Speaking," Mrs. Lee R. Steiner and WEVD, University of the Air, New York.

RADIO—CLASS 5 (Public Affairs):

Group I, national—First Award, "The World Tonight," CBS; Honorable Mention, "Biographies in Sound," NBC.

Group II, regional—First Award, "One Nation Indivisible," WUOM, University of Michigan Broadcasting Service.

Group III, local—First Award, "Listening Post," KUOW Seattle; Honorable Mention, "Political" Dixie Productions and WGRO Lake City, Florida.

RADIO—CLASS 6 (One-time Broadcast):

Group I, national—First Award, "Virginia—Pattern of Resistance," CBS; Honorable Mentions, "Estevan—New Oil, New City," CBC; "Who Killed Michael Farmer?", CBS.

Group II, regional—First Award, "Bolt of Lightning," WMCA New York; Honorable Mention, "Portrait: Albert Schweitzer," WHDH Boston, and Boston U.; "Charles F. Kettering, Monkey Wrench Inventor," WOSU Columbus, Ohio; "A New Life for Larry," KMOX St. Louis; St. Louis Red Cross Regional Blood Program and St. Louis U. School of Medicine.

Group III, local—First Award, "Report on Employment," WIRA Fort Pierce, Fla.; Honorable Mention, "Human Rights 1959," WLIB New York.

RADIO—CLASS 7 (Programs for Children):

Group I, national—No Awards.

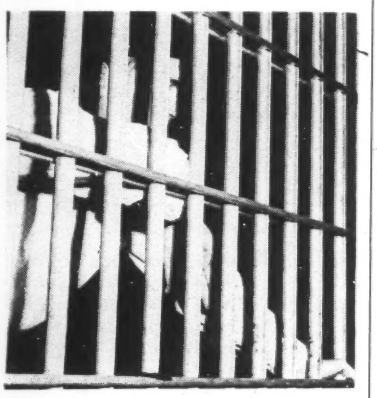
Group II, regional—First Award, "Jolly Dr. Dolliwell," American Medical Assn.; Honorable Mention, "Young Book Reviewers," WMCA New York.

Group III, local—First Award, "Wunzaponah Time," U. of Texas, Junior League of Austin and Austin Public Schools.

RADIO—CLASS 8 (Primary School Broadcast):

Group I, national—No Awards.

Group II, regional—First Award, "Narrated Junior Stories," CBC, Toronto (regional network); First Award, "Tell Me a Story," Minneapolis Public Schools and KTIS Minneapolis; Honorable Mention, "Old Tales and New," Minnesota School of the Air and KUOM, University of Minnesota.



Hard cell • Tom Mayhew, news photographer, WATE-TV Knoxville, was sentenced to pay $50 plus 10 days in jail April 16 for taking motion pictures in the local criminal court. The newsman said that he shot the pictures after Judge J. Fred Bibb recessed the court and as the judge returned to the courtroom. The defendant in the criminal trial was absent. Following submission of a written apology to Judge Bibb, Mr. Mayhew was released the same day and the sentence suspended.

Group III, local—First Award, "The Wishing Well," Newark (New Jersey) Board of Education and WBGO-FM Newark.

RADIO—CLASS 9 (Intermediate School Broadcasts):

Group I, national—First Award, "The Return of Nanna-Bijou," CBC.

Group II, regional—First Award, "How Does Your Story Grow?", British Columbia Department of Education and CBC; Honorable Mention, "Fun in Science," Minneapolis Public Schools and KTIS Minneapolis.

Group III, local—First Award, "What's News?", Philadelphia Public Schools, Temple U. and WFIL Philadelphia; Honorable Mention, "The Open Door," Dade County Schools and WTHS-FM Miami, Fla.

RADIO—CLASS 10 (Secondary School Broadcasts):

Group I, national—Honorable Mention, "Music in the Making," CBC.

Group II, regional—First Award, "Science Survey," New York City Board of Education and WNYE New York; First Award, "Footsteps of the Free," Wisconsin School of the Air and WHA, U. of Wisconsin; Honorable Mentions, "Our Canadian Bookshelf," CBC, Toronto (Regional Network); "Meet Mr. Shakespeare," New York City Board of Education and WNYE New York, "Le Quart D'Heure Francais," Manitoba Dept. of Education and CBC.

Group III, local—First Award, "It's Your World," Indiana U.; Honorable Mention, "Tales of the Yet to Come," Newark (New Jersey) Board of Education and WBGO-FM, Newark.

TELEVISION—CLASS 1 (Programs for Special Interest Groups):

Group I, network—First Award, "The Farmer Series," CBC; Honorable Mention, "The Catholic Hour," NBC; Honorable Mention, "No More Strangers," CBC.

Group II, local—First Award, "The Cardinal's Two Hats," WGN-TV Chicago; Honorable Mentions, "Challenge," KMOX-TV St. Louis Board of Education, Catholic Radio and Television Apostolate, St. Louis County Schools and St. Louis Lutheran Schools; "Inspiration," KPIX-TV San Francisco, Council of Churches, Archdiocese of San Francisco and Board of Rabbis of San Francisco.

TELEVISION—CLASS 2 (Cultural):

Group I, network—First Award, "Explorations," CBC; Honorable Mentions, "Hallmark Hall of Fame," NBC; "CBC Folio," CBC; "The Wisdom Series," NBC; "Conquest," CBS; "Guilty or Not Guilty," CBC; Special Award, "Once Upon a Japanese Time," KQED San Francisco, and the Educational Television & Radio Center.

Group II, local—First Award, "Montage," KMOX-TV St. Louis; Honorable Mention, "Open Heart Surgery," KPIX-TV San Francisco; "Art: Sight and Sound," Wayne State U. and WTVS Detroit.

TELEVISION—CLASS 3 (Personal and Social Problems):

Group I, network—First Award, "Close-Up," CBC; Honorable Mentions, "Open House," CBC; "Armstrong Circle Theatre," Talent Associates Ltd., and CBS; "Outlook," NBC; "The Twentieth Century," CBS; "People are taught to be Different," Texas Southern U. KUHT-TV Houston and National Educational Television & Radio Center.

Group II, local—First Award, "Escape from the Cage," WCET Cincinnati; Honorable Mention, "The Human Heart," The Upjohn Co., American Heart Assoc. and KRON-TV San Francisco.

TELEVISION—CLASS 4 (Public Affairs):

Group I, network—First Award, "Explorations," CBC; Honorable Mention, "Meet the Press," NBC; Special award, "Outlook," NBC.

Group II, local—First Award, "The Long Line." United Nations Television and CBC; Honorable Mention, "Thou Shalt Not Kill," KNXT Los Angeles; Special Award, "Fallout and Disarmament," KQED San Francisco.

TELEVISION—CLASS 5 (Programs of Systematic Instruction):

Group I, network—First Award, "Explorations," CBC; Honorable Mention, "Adventuring In The Hand Arts," Girl Scouts, NBC and the Educational Television & Radio Center.

Group II, Local—First Award, "Saludos Amigos," KQED San Francisco and Rosenberg Foundation; Honorable Mention, "General Biology I," U. of Houston and KUHT.

TELEVISION—CLASS 6 (Programs for Children):

Group I, network—First Award, "Art Carney Meets Peter and the Wolf," ABC; Honorable Mention, "Junior Magazine," CBC.

Group II, local—First Award, "Explorers of Tomorrow," California Academy of Sciences and KRON-TV San Francisco; Honorable mention, "Young Audiences," WCBS-TV New York.

TELEVISION—CLASS 7 (School Telecasts):

Group I, network—First Award, "The Elizabethan Theatre," Manitoba Dept. of Education and CBC.

Group II, local—First Award, "Biology I," Philadelphia Public Schools and WHYY-TV Philadelphia; First Award, "When You Write," KETC St. Louis; Honorable Mention, "Dollars and Sense," New York City Board of Education, META and WPIX New York; Special Commendation, "Exploring The News," Wisconsin School of the Air, and WHA-TV Madison; "Window to the Past," Henry Ford Museum and WTVS Detroit; and "Newsworthy," New York City Board of Education, META and WPIX New York.

Q: Which of the following words describes each of these radio stations: Friendly? Unfriendly?

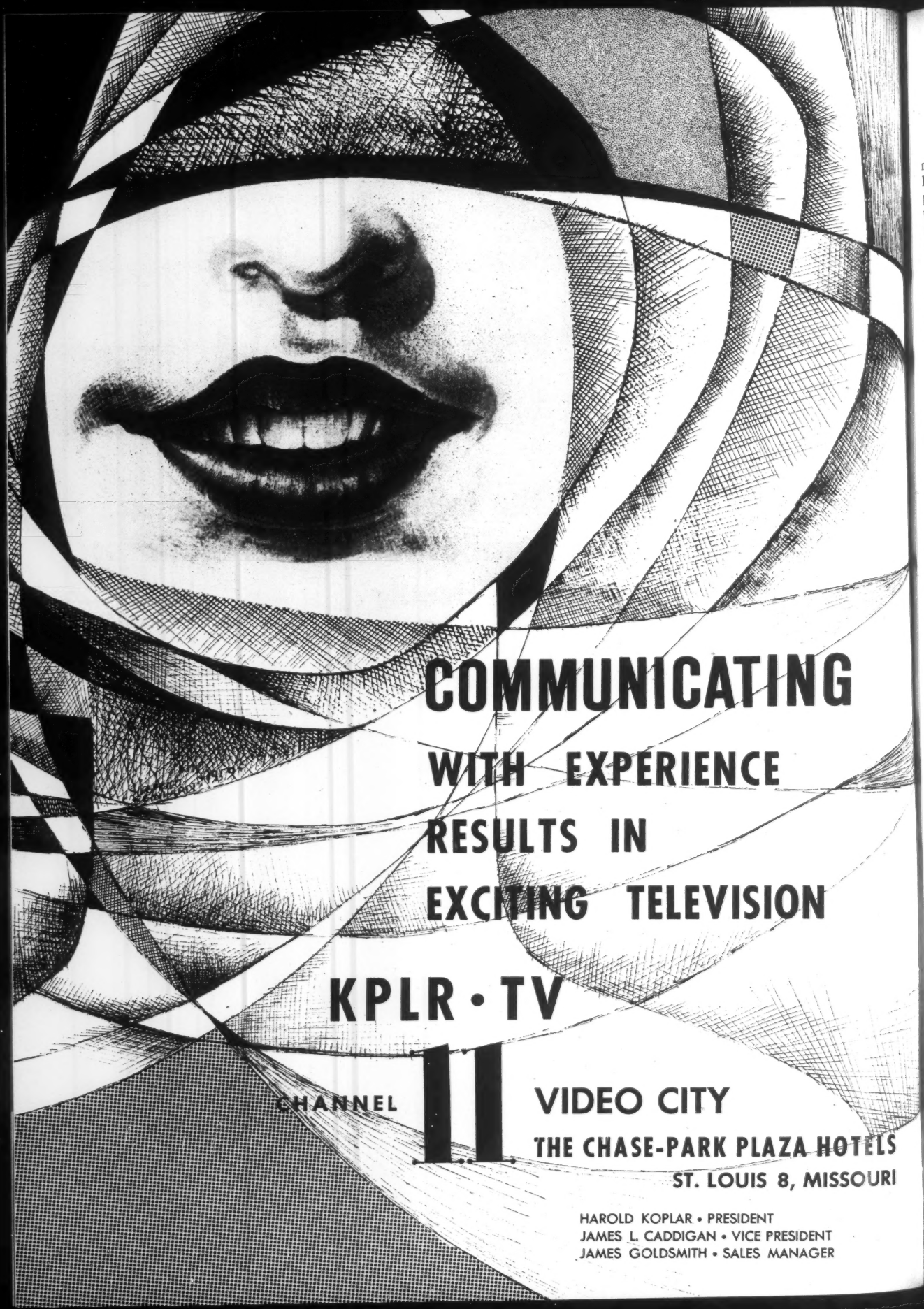
A: The special qualitative survey below, prepared by PULSE, is mighty revealing. A rousing majority of Washington, D. C. area residents found us friendly—scored us far higher than any other radio station in the market. And far fewer respondents had *no* reaction at all to WWDC. Q.E.D.—we're known and liked. Q.E.D.—this friendliness will rub off on your product!

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Friendly	77.8	63.1	33.2	50.5	30.0	36.3	49.8	59.9
Unfriendly	2.4	2.4	2.2	1.0	.8	3.4	1.2	1.0
Don't Know	19.8	34.5	64.6	48.5	69.2	60.3	49.0	39.1

All figures indicate percentages

Radio Washington **WWDC**

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.


COMMUNICATING
WITH EXPERIENCE
RESULTS IN
EXCITING TELEVISION
KPLR • TV
CHANNEL 11
VIDEO CITY
THE CHASE-PARK PLAZA HOTELS
ST. LOUIS 8, MISSOURI
HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER

THIRD WEEK OF PICKETING

'No progress' in NBC-NABET mediation

The work stoppage at NBC by 1,500 members of the National Assn. of Broadcast Employes & Technicians appeared virtually certain to enter its third week today (May 11) as mediation efforts brought "no progress" last week and disputants hewed to their positions.

Perhaps the most significant development of the week was NBC's pronouncement Tuesday (May 5) that the network had rescinded its contract with NABET because the union had violated a "no strike" clause. NABET termed NBC's action "a unilateral, irresponsible act."

The union took the position that NBC did not have the authority to rescind the contract.

Programming Continues • NBC has maintained its program schedule since the beginning of the walkout except for two hours on tv and 55 minutes on radio during the first day of the dispute. Approximately 300 supervisory and management employes of the network have been performing the duties of NABET personnel.

How it Started • The stoppage began on April 27 when union technicians in New York declined to handle a tape for the *Today* show, which had been produced in Paris. The union claimed that the "basic operating jobs" in producing the tape had been performed by non-union French technicians "in violation of the contract," and said its members had been "locked out" by the network. NBC contended that NABET called a strike, thereby abrogating the no strike clause of the contract. The network has several damage suits pending against NABET in New York and Los Angeles courts.

Neither NBC nor NABET appeared willing to retreat from their positions. When the network announced it had rescinded the contract with the union it invited NABET to negotiate a new pact. NBC notified the union and its 1,500 members involved in the work stoppage of its action and urged the employes to return to work.

Washington Furore • The names of Vice President Richard Nixon and White House News Secretary James Hagerty became involved in the labor dispute last week following the awards ceremonies of the Academy of Television Arts & Sciences (see page 78). Prompting a NABET blast was an appearance of Messrs. Nixon and Hagerty at Washington's Mayflower Hotel, where NABET pickets had been stationed for more than five hours during which NBC-TV did one of its Emmy pickups.

NABET headquarters in Chicago charged the two with "perpetrating a sneak attack on organized labor" by entring the hotel several hours in advance of the Emmy program "in order to avoid NABET picket lines."

Mr. Hagerty later said in behalf of himself and the Vice President that "neither of us crossed a picket line. There were no pickets outside the hotel when we arrived. Nixon didn't cross the picket line leaving either. He returned to his room after the Emmy ceremony and stayed there until after the pickets disbanded shortly before midnight."

In Chicago, the NABET strike prompted an 11th-hour cancellation of a telecast on WNBQ (TV) of the local awards ceremonies. It had been scheduled to follow the network Emmy show but was scrapped by the Chicago ATAS so not to involve its membership in the problem of picket lines.

New WXYZ quarters

WXYZ-AM-FM-TV Detroit will dedicate their $4 million Broadcast House in suburban Southfield June 4-5 with a two-day open house at which 1,500 guests are expected.

WXYZ-TV will telecast a live portion of the proceedings June 4, 6:30-7 p.m. (The stations expect to occupy the new facilities on May 18.)

Radio-tv's stature stressed by Tower

Broadcasting is a business as well as a profession and should be so regarded by teachers and students, Charles H. Tower, NAB personnel-economics manager, said Monday (May 4) in an address to the U. of Kansas Radio-Tv Department.

"There is nothing shabby about being a businessman and there is nothing shabby or base about making a profit," he reminded.

News is the fastest growing phrase of programming, Mr. Tower said, adding that competent newsmen are scarce. He described selling as a rewarding activity, both challenging and socially significant.

In a May 6 address to the U. of Missouri at the 50th anniversary of its journalism school he suggested broadcasters refer to radio and tv as "popular" rather than "mass" media. He said "privately-owned commercial broadcasting is part of our tradition of, wherever possible, encouraging the fulfillment of the needs and desires of the people through private rather than public means. We have deliberately chosen this course, not because we want to enrich the few, but rather because we want to serve responsibly the many and to do so without risking the dangers of inefficiency which attend an overwhelming bureaucracy."

WSTV-TV,'Herald Star' spar over local issue

A community dispute over a proposed division of the Steubenville-Wheeling metropolitan counties has developed into a hassle between WSTV-TV there and the *Steubenville Herald Star*.

The station maintains that the *Herald Star* doesn't give both sides in the community dispute over the division of the metropolitan area. (The Bureau of Census proposes that the six-county area should be cut in two.)

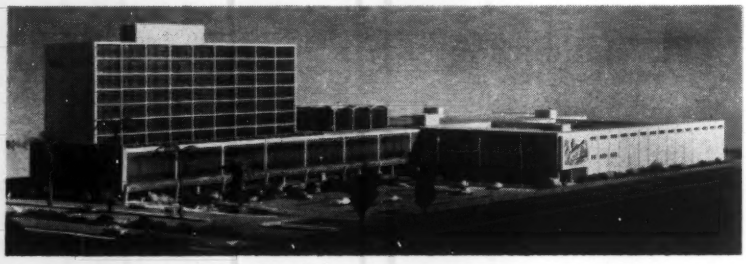
John J. Laux, WSTV-TV vice president-general manager, told viewers in an editorial telecast April 23 that the newspaper, in campaigning for the county split, had not explained to readers that dividing the counties would drop Steubenville from 67th in U.S. metropolitan rank to 139th in metropolitan rating. Even the main reason for dividing the counties—statistics of the smaller area would be easier to secure and local businesses would have more information—may be faulty. Mr. Laux said he had been advised by the Federal Reserve Bank in Cleveland that Steubenville, after the county split, may receive less market information than it does now as there has to be a minimum number of department stores in an area to warrent an individual report. Steubenville may not have the necessary department stores in the lesser three-county area.

In his reply to the newspaper editorial that the town didn't need WSTV-TV as outside stations could be picked up, Mr. Laux asked viewers what it would be like if "Steubenville did not have its own radio and television stations but had to depend upon the *Herald Star* for unbiased coverage of local issues."

WBC's rep firm looks to video-tape as aid

Personnel of advertising agencies and advertisers will be able to view the local programs and personalities of the five tv stations of the Westinghouse Broadcasting Co., starting July 1, by means of Ampex video-tape equipment installed in the New York headquarters of Television Advertising Representatives Inc., national representative of WBC outlets.

Larry H. Israel, vice president and general manager of TvAR, announced



New WKAQ home • This is a model of El Mundo, the $15 million building in which WKAQ-AM-TV San Juan, P.R., will be quartered. The structure will include 500,000 sq. ft. of rental space for tenants. The stations will have a 600-seat studio, plus dubbing and film processing laboratories as part of their facilities in the building. Construction, not yet started, is slated to be completed in 1961.

the development last week and offered this comment:

"Apart from the obvious advantage of offering advertisers and their agencies greater knowledge of local programs and personalities, video-tape will make it possible to preview tv advertisers in the actual programming context in which it will be presented."

TvAR's sales staff, he said, currently is using the tape installation to acquire more intimate knowledge of programs and personalities in WBC markets. TvAR begins formal operations on July 1, representing the following WBC stations—WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.

Mutual and Yankee plan August divorce

The 27-station Yankee Network will pull out of its arrangement with Mutual Broadcasting System this August, it was learned last week after MBS and Yankee had announced "preliminary arrangements" for direct affiliation between the network and Yankee's individual stations.

A joint announcement said that until now WNAC Boston, key station of Yankee, was the only station directly affiliated with Mutual, and that it in turn has maintained phone lines and fed Mutual programming to the 26 other Yankee stations. What the announcement didn't say was that WNAC contemplates going independent either on or before expiration of its contract in August and that if Mutual wanted the Yankee stations it would have to make individual deals with them.

A Mutual spokesman said it is too early to say how many of the Yankee stations would go along on the individual arrangements, although he indicated the initial response is favorable.

Yankee is a division of RKO Teleradio Pictures and WNAC is owned and operated by RKO Teleradio. Other o&o's are WOR New York, KHJ Los Angeles, KFRC San Francisco, WHBQ Memphis and WGMS Washington. It is generally conceded that all these stations, with the possible exception of WOR New York, will go to independent operation in the next few months. They now are MBS outlets.

H-S-T reorganizes: now Hamilton-Landis

Reorganization of the station brokerage firm of Hamilton, Stubblefield, Twining & Assoc. was announced last week by Ray Hamilton, president.

A new company has been formed, Hamilton-Landis & Assoc., co-owned by Mr. Hamilton and Dewitt (Judge) Landis, who has represented the Hamilton, Stubblefield, Twining firm in Dallas for the past two years.

Hamilton-Landis will maintain offices in Washington, Chicago, Dallas and San Francisco. Mr. Landis will remain in Dallas. John F. Hardesty, now executive vice president of Radio Advertising Bureau, will take over the San Francisco office May 15 as vice president in charge of West Coast operations (CLOSED CIRCUIT, March 23). Mr. Hamilton reportedly will take charge in Washington.

Richard A. Shaheen, formerly manager of the Chicago office of Allen Kander & Co., station broker, has joined Hamilton-Landis in the Chicago office. He will cover 11 middlewestern states. Mr. Shaheen joined Kander in 1955 after being associated with Glore, Forgan & Co., New York investment firm. Previously he worked with Francis I. duPont & Co., New York, as a stock broker from 1949 to 1953.

Formation of the new firm follows the departure of two of Mr. Hamilton's former associates, William T. Stubblefield and W. R. (Ike) Twining. Mr. Stubblefield is now a consultant in Washington and Mr. Twining is in property brokerage in Palo Alto, Calif.

Tv Code Board plans West Coast office

The Television Code Review Board of NAB is establishing a West Coast office to effect closer liaison with independent tv film producers, Donald H. McGannon, chairman of the code review board and president of Westinghouse Broadcasting Co., reported Friday (May 8).

Mr. McGannon disclosed NAB's approval of a plan for the setting up of a West Coast branch (CLOSED CIRCUIT, May 4) during a talk before the Advertising Federation of America, Fifth District, in Huntington, W. Va. Mr. McGannon noted that since about 40% of network and local tv programs originate with independent West Coast film producers, the code board concluded that such an office should be set up "to counsel, guide and assist these film producers in preparing programs that meet code specifications."

The review board, he stressed, does not intend to "function as censors but to further an atmosphere and attitude of belief in the code and its principles, and adherence to its rules."

Try census sample for tv ratings—Treyz

If it is possible that tv ratings are based on too small a sample, why not add a group of selected questions to the 1960 U.S. census asking about the American public's tastes in tv programming? This query is posed by Oliver Treyz, president of ABC-TV, as a possible answer to critics of tv ratings who base their objections on charges of too small a sampling.

Mr. Treyz' comment was made in a speech delivered May 6 (Wednesday) at the U. of Missouri's School of Journalism during "Journalism Week."

Not that Mr. Treyz has these doubts —"We are convinced they [measuring techniques A] are [adequate], for they are similar to sampling methods used by American business and by government."

Critics who are contemptuous of tv ratings "risk being contemptuous of public tastes" and the networks should provide what the public wants—"not impose their own tastes," observed Mr. Treyz.

KABL (called cable)

Call letters of KROW San Francisco-Oakland have been changed to KABL, the McLendon-owned station announced last week. (The new call, pronounced "cable," refers to the city's famed cable cars.) KABL also announced it will be represented nationally by Daren F. McGavren Co.

Through Junior Achievement, thousands of teenagers like those above learn just what is involved in running a business. Here officers of the Jacoco Company, St. Louis, put the finishing touches on Jacoco products—decorative trays made from huge coconut leaves. (L. to R.) Jan Beiersdorf, vice president; Gene Burnett, president; Pat Reynolds, secretary; adviser Art Greene, Standard Oil Company; and Jean Good, treasurer.

Young "businessmen" learn an old lesson

Decorative tray by Jacoco

You might not think a Junior Achievement Company, like the Jacoco Company, and Standard Oil have much in common. Jacoco makes decorative trays—Standard, hundreds of oil products. Jacoco has 14 employees—Standard, 46,000.

But as Jacoco Company Junior Achievers learn, Standard and Jacoco have quite a bit in common when it comes to money matters. So does every other business.

A business takes in just so much money during the year. Out of this amount it must buy raw materials and supplies, pay its employees and pay taxes (some direct—some indirect). Then, if it is well managed, it will have something left over to provide for future growth and to pay owners a return on their investment.

Take Standard Oil and subsidiary companies, for example. Last year we worked from January 1 through December 12 (346 days, to be exact) just to cover our costs of doing business. Of every dollar we took in, 94.8¢ went to satisfy our obligations to our suppliers, our employees, to local, state and federal governments for taxes and to cover charges for wear and tear.

This left us 5.2¢—the result of only 19 days' operations—for profit. About half of this was used to strengthen our company by expanding facilities to improve the products and services you, our customers, receive. We are continually at work to make oil more useful to more people than ever before.

The balance went to our 152,000 owner-shareholders as dividends. This marked the 65th consecutive year that Standard has paid dividends. A total dividend value of $1.687 per share was paid in 1958.

So you see, no matter what its size a company must watch its pennies carefully if it is to continue to give its customers better value for their money. That is our constant aim at Standard.

WHAT MAKES A COMPANY A GOOD CITIZEN?

One measure of good citizenship is a company's frankness with customers, employees, stockholders, the public. We at Standard try always to keep our neighbors informed—to show how we work, where our money goes and how we contribute to the progress of the communities in which we live and work.

* * *

If you would like a copy of our complete 1958 Annual Report, just write to Standard Oil Company, 910 S. Michigan Avenue, Chicago 80, Illinois.

100th ANNIVERSARY OF THE OIL INDUSTRY
1959
75th ANNIVERSARY OF STANDARD OIL CO.

STANDARD OIL COMPANY
(INDIANA)

STANDARD
THE SIGN OF PROGRESS.
THROUGH RESEARCH

Committee to consider 3-year tv PR approach

A three-year public information program designed to take the heat off television programming will be considered June 2 at a New York meeting of the new five-man study appointed by NAB President Harold E. Fellows. The committee will carry out a public relations project initiated at the NAB Chicago convention in March (BROADCASTING, March 17).

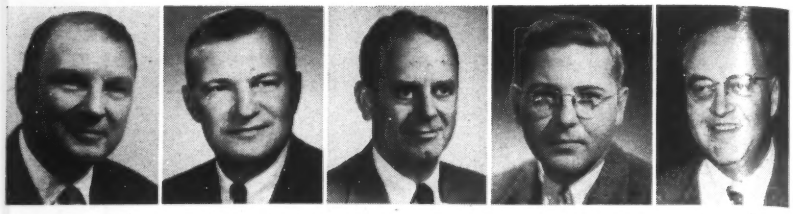
Clair R. McCollough, Steinman Stations, was named chairman of the committee, comprising NAB Tv Board members. On the committee with him are C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; G. Richard Shafto, WIS-TV Columbia, S.C., and Willard E. Walbridge, KTRK-TV Houston. The committee was authorized at a meeting of the Tv Board (BROADCASTING, May 4).

Before leaving on a European trip Mr. McCollough announced that committee members were working on specific assignments and would report their recommendations at the June 2 meeting. A full report is to be submitted June 17 to the Tv Board at its summer meeting in Washington.

"While the Tv Board was in broad agreement with the original committee headed by C. Wrede Petersmeyer, Corinthian Stations," Mr. McCollough said, "there are a number of viewpoints to be reconciled. Our approach is to draft a report that can bring board approval so the project can be put in operation quickly. The consensus seems to be that the project should be started for at least three years with a view to making it a permanent NAB activity."

META seeks v channel

The Metropolitan Educational Tv Assn., New York, is mobilizing to campaign for its own full-time vhf outlet. Joseph S. Iseman, chairman of the executive committee, announced last week that by June 30, the organization will have suspended all programming and production, deleting the payroll to a bare minimum. The summer will be spent in preparation for an all-out fund raising effort to get underway Oct. 1. META has presented daytime classes over the facilities of commercial stations for two years, but does not feel an adequate job can be done on this basis. Furthermore, the uhf channel allotted to New York by the FCC is considered impractical since all receivers would require costly adjustments. META hopes for allocation reconsideration by the FCC or the opportunity to purchase a vhf outlet already in existence.



CHAIRMAN MCCOLLOUGH, WALBRIDGE, SHAFTO, MARTIN, LANE

Implementing the tv public relations projects is their chore

• Media reports

• New affiliates signed by Keystone Broadcasting System as of April 23: KONI Phoenix and WMOP Tucson, both Ariz.; KENL Arcata and KCRE Crescent City, both Calif.; WGML Hinesville and WBIE Marietta, both Ga.; KAOL Carrollton, Mo.; WKRK Murphy, N.C.; WBLY Springfield, Ohio; KCUL Fort Worth - Dallas; WBKV West Bend, Wis. KBS total: 1,069 stations.

• WBCB Levittown-Fairless Hills, Pa., names Advertising Assoc. of Philadelphia Inc.

• KOTI-TV Klamath Falls, Ore., affiliates with ABC-TV June 1. William B. Smullin is general manager of the ch. 2 outlet which is owned by California-Oregon Television Inc.

• Hal Holman Co., radio-tv sales representative, moves to 535 Fifth Ave., N.Y.

• WTVR (TV) Richmond, Va., has been given a local American Legion award.

• Consolidated net income of National Theatres and subsidiaries for the six months ended March 31 was $903,838 or 34 cents per share, compared to $743,897 or 28 cents per share for the same period of the preceding year. WDAF-AM-TV Kansas City, acquired May 28, 1958, were included in this year's statement, not last year's. The broadcasting activities, together with rents and other income, amounted to $3,539,995 this year, vs $1,590,591 last year. National Theatres acquired about 88% of NTA stock in April, after the close of the first half of the fiscal year, so NTA operations are not covered in the current financial statement.

• WKIT Mineola, N.Y., changed its call letters on May 1 to WFYI Mineola as the station was formally acquired by VIP Radio Inc., N.Y. The outlet was brought from WKIT Inc. for $165,000 and approved by the FCC in March (BROADCASTING, March 30). VIP Inc. is headed by producer Martin Stone and financier John Hay Whitney. The company also owns WVIP Mount Kisco, WVOY New Rochelle, and WGHQ Kingston-Saugerties, all N.Y. Stanley Lo Presto, formerly chief engineer of WKIT, was named general manager of WFYI, and Wes Giles, previously with WHLI Hempstead, N.Y., was appointed station sales manager.

• WABC-TV New York reports having notched its most profitable first quarter as profits in 1959 achieved what officials termed a "healthy increase." The previous high for the same period had been reached last year, when the station attained a 65% net profit increase over first quarter, 1957. Second quarter figures thus far are said to exceed the same portion of second quarter, 1958, by 8%.

• The three children of the late Charles D. Christian, CBS-TV studio

NAB financiers

NAB Board finance committees for the 1959-60 period were announced May 6 by President Harold E. Fellows. Merrill Lindsay, WSOY Decatur, Ill., heads the General Fund Finance Committee while C. Howard Lane, KOIN-TV Portland, Ore., is chairman of the Tv Finance Committee.

Serving with Mr. Lindsay are John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Frank Gaither, WSB Atlanta; Payson Hall, Meredith stations; Joseph M. Higgins, WTHI Terre Haute, Ind.; Rex Howell, KREX Grand Junction, Colo.; Richard H. Mason, WPTF Raleigh, N. C.; Robert L. Pratt, KGGF Coffeyville, Kan., and Mr. Lane.

Chairman Lane's tv finance group includes C. Wrede Petersmeyer, Corinthian Broadcasting Stations; W. D. Rogers, KDUB-TV Lubbock, Tex., and Messrs. Fetzer and Hall.

Another thriller-diller from WJRT—

"Homing pigeons, Chief?"

"Stool pigeons, Ponsonby —the word's all around that WJRT is the efficient way to buy Flint, Lansing, Bay City and Saginaw."

Got the message? WJRT is the only single-station way to deliver *your* message to all four of the big, rich mid-Michigan metropolitan areas. Just one buy nets you Flint, Lansing, Saginaw and Bay City. And you come in on the beam with a grade "A" or better signal. Plus, WJRT's penetration from within puts you right in the heart of this lucrative market. We've got a half-million TV households waiting to hear from you right now. Join the flock that's gathering nest eggs on WJRT, *the* efficient way to reach mid-Michigan.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

Each day, 6:00 a.m. to midnight, Cumulative Pulse proves we reach 61% of the radio homes in the Columbus Metro Market. It goes without saying we are the number one station.

Upper Midwest TV — **$475,000**

Exclusive market, city of 25,000. Vhf. NBC and ABC affiliate. $200,000 down on price of $475,000.

Upper Midwest Radio — **$225,000**

Independent. Good cash flow picture, adequate for payout. $125,000 cash down, balance expensable. Under-one-roof operation in fine leased building.

California Radio — **$160,000**

Full time facility. Single station market in center of large growth area near major city. 1959 profit may be 50% over 1958. 29% down, balance over seven years.

Mid-Atlantic Radio — **$200,000**

Daytimer in major market. A good opportunity to get into one of the best markets in this sought-after area. $50,000 down and easy 8-year payout on balance.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

engineer-in-charge who was killed in the recent train wreck in Bayonne, N.J., will have their future education assured through a trust fund agreement signed April 24 at the Howard Savings Institution, Newark, N.J. Mr. Christian's co-workers and associates have contributed more than $4,000 to the educational fund. He is survived by his wife Anna, daughter Lynn, 18, and two sons, Charles, 9, and Robert, 7.

• WDAU-TV Scranton—Wilkes-Barre, Pa., has switched to a single rate structure with Rate Card Six. It supersedes cards Five and Three B. Existing contracts are subject to the customary six-month protection. The new rates are substantially the same as the former national rates. It continues rates of $125 for Class AA chainbreaks and $600 for Class AA hours. Class AA minutes are increased from $125 to $135.

• WTOD Toledo, Ohio, on May 24 becomes a CBS Radio affiliate, it was announced last week by John L. Booth, president of Booth Broadcasting Co., the station's licensee. WTOD is on 1560 kc with 1 kw. Sunne Miller is general manager.

• WAPA-TV San Juan, P.R., undertakes its first Community Club Awards campaign next month. (Community Club Services Inc., N.Y., runs competitions for cash awards open to non-profit charitable organizations.) WAPA-TV has exclusive rights for Community Club Awards Radio Plan in Puerto Rico.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KABQ Albuquerque, N.M.: Sold to Sandia Broadcasting Corp. by Duke City Broadcasting Corp. (Edward M. Sleighel) for $350,000. Sandia Broadcasting is owned by President Oscar I. Dodek, 80%, and Vice President-General Manager Maxwell Marvin, 20%. (vp and general manager of WOL Washington, D.C., WNAV Annapolis, Md., and WDOV Dover, Del.). The sale was handled by Blackburn & Co. KABQ is on 1350 kc with 5 kw, day, and 500 w, night, directional night.

• WEZB, WENN Birmingham, Ala.: WEZB sold to John M. McLendon & Assoc. for 100% of WENN (Bessemer) plus $30,000 by Gene Newman Radio Inc., owner of WHRT Hartselle, Ala. Each station will continue its present program format and retain its call letters, it was announced. John McLendon, major stockholder of McLendon & Assoc., owns KOKY Little Rock, Ark., KOKA Shreveport, La., and 50%

of WOKJ Jackson, Miss. All of these outlets, as well as WENN, are Negro programmed. WEZB is on 1320 kc with 1 kw, day, and is affiliated with MBS. WENN is on 1450 kc with 250 w.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 104):*

• WEAR-TV Pensacola, Fla.: Sold to Rollins Telecasting by Gulfport Broadcasting Co. for $1.075 million plus agreements not to compete within 80 miles of Pensacola for 10 years and a purchase of real estate for $325,000. Rollins Telecasting's parent corporation owns WPTZ-TV North Pole, N.Y., WAMS Wilmington, and WJWL Georgetown, both Delaware, WNJR Newark, N.J., WRAP Norfolk, Va., WGEE Indianapolis, Ind., WBEE Harvey, Ill., and KATZ St. Louis, Mo. WEAR-TV is on ch. 3 and is affiliated with ABC-TV and CBS-TV.

• KLX Oakland, Calif.: Sold to KFWB Broadcasting Corp. (formerly Collier Broadcasting Co.) by Tribune Building Co. (Knowland family's *Oakland Tribune*) for $750,000. Robert M. Purcell, assignee president, is president of KFWB Los Angeles and 50% owner of KEVE Minneapolis, Minn. Milton H. Klein, sales manager of KFWB, was appointed general manager of KLX (BROADCASTING, May 4). Bill Enis was named program director and John Babcock news director of the station. KLX is on 910 kc with 5 kw, directional, night.

• WWTB Tampa, Fla.: Sold to WPIT-AM-FM Pittsburgh, Pa., by W. Walter Tison for $240,000. J. J. Laux, president, and other assignee stockholders have interests in WSTV-AM-FM-TV Steubenville, Ohio, KODE-AM-TV Joplin, Mo., WBOY-AM-TV Clarksburg, and WPAR and WAAM-FM Parkersburg, both West Virginia, KMLB-AM-FM Monroe, La., and WHTO-TV Atlantic City, N.J. WWTB is on 1300 kc with 5 kw, day, directional.

• WALT Tampa, Fla.: Sold to Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia, Pa.) by Emil J. Arnold, Robert Wasdon and Jack Siegel for $210,000. WALT is on 1110 kc with 10 kw, day, directional.

• WXIX (TV) Milwaukee, Wis.: Sold to WXIX Inc. (Gene Posner, president, is owner of WMIL Milwaukee) by CBS Inc. for $50,000. CBS discontinued operation of WXIX (TV) on March 31. The outlet has a license for ch. 19 and a modified construction permit for ch. 18. The Commission also renewed the station's license.

Hometown, U.S.A. is our headquarters

In our business, it's highly important to visit a broadcasting property that is for sale. It's equally important to know the buyer and his qualifications.

Bringing the right parties together through such personal contacts pays off in results. We don't have much faith in the mail order approach.

We speed to owners who want to see us. We carefully check or meet with buyers. It's the only way to handle any given situation.

We're as close to you as your telephone—as far away as the fastest travel time.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Important Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
WEST COAST	**915 North Commerce St., Stockton, Calif. HOward 5-7367**	

TV PROGRAM PROBE OPENS QUIETLY

Networks bare data asked by FCC as touchy hearing opens

The first phase of the FCC's touchy inquiry into the program practices of television networks ended last week after three days of record taking. There were no fireworks.

Placed in evidence were reams of documents covering program schedules of ABC, CBS and NBC. The statistical documents covered program origins, sponsors, acceptances and the interests of the networks in each program. Most of the tables were in response to FCC questionnaires going back to the network study of 1956-57.

The exhibits were identified by network lawyers. They were Mortimer Weinbach, ABC; Thomas K. Fisher, CBS, and Thomas Ervin, NBC.

The FCC's legal battery comprised Ashbrook P. Bryant and James F. Tierney. Both are members of the Broadcast Bureau's Office of Network Study, and both served as members of the network study staff under U. of Cincinnati Law School Dean Roscoe Barrow.

Nothing on 'Tie-Ins' • No evidence was taken of charges that some networks forced independent package producers to cut them in before their programs would be considered for network showing.

These allegations were first made in 1956 before the Senate Commerce Committee and the House Judiciary Antitrust Committee. They were investigated by the Department of Justice and turned over to the FCC.

The public hearings—ordered by the FCC last February (BROADCASTING, March 2) — are expected to resume after July 1.

Only one issue of any significance cropped up. Mr. Bryant told the presiding officer, Chief Hearing Examiner James D. Cunningham, that he had promised to maintain as confidential, material relating to financial data. This was similar, he said, to the commitment ordered by a New York federal judge in ruling on the legality of FCC subpoenas calling for program and financial information from independent program producers.

Examiner Cunningham questioned whether this commitment could be honored, in light of the FCC order calling for a public hearing. He asked the attorneys to consult each other to determine to what degree they would insist on this commitment.

Will Rule • He said that he would rule on the point when a closed session was requested. Mr. Cunningham indicated that he would refuse this request —thus permitting an appeal to be taken directly to the Commission.

The hearing was opened by Broadcast Bureau Chief Harold G. Cowgill. After listing some of the topics to be explored (the tie-in charges, concentration of program control by networks, failure of networks to consider

FCC almost loses control on option time

The FCC came within one vote of relinquishing all control over network option time, it became known last week.

The action took place at the April 22 meeting where, by a vote of four to three, the FCC turned down a motion by Comr. Robert T. Bartley to eliminate two of its network rules. These are the rules involving option time and stations' right to reject network programs.

Mr. Bartley's motion actually was one that would have issued a rulemaking notice calling for the deletion of Sec. 3.658(d) and 3.658(e).

The motion was seconded by Comr. Frederick W. Ford.

On the vote, Messrs. Bartley and Ford were joined by Comr. Rosel H. Hyde.

Voting against Mr. Bartley's motion were Chairman John C. Doerfer, and Comrs. Robert E. Lee, T.A.M. Craven and John S. Cross.

The next motion on the agenda at that meeting was for the issuance of rulemaking notice revising the option time rules (BROADCASTING, April 27).

This was passed by a majority of four including Comr. Bartley. Comr. Ford concurred in the issuance of the notice but questioned whether the antitrust issue had been met. Comr. Hyde dissented, expressing the view that option time should be prohibited entirely, and Comr. Craven dissented to two of the proposals—reduction of option time from the present three hours per segment to 2½ hours, and counting "straddle" programs entirely in option time.

Other proposed changes involve the length of advance notice networks must give stations when they desire to pre-empt option time and more flexible arrangements for stations to reject or cancel network programs.

Comments on the option time proposals are due June 22.

Comr. Bartley told BROADCASTING last week that he had made the motion because he felt that the FCC should withdraw from injecting itself into business arrangements between networks and stations.

"This is a free enterprise business," he said, "and I think we should get out of this type of regulation and see what happens."

He said he did not think the station-network relationship would change much if the FCC had no regulation on option time.

"Frankly," he said, "I think the networks need option time to force affiliates to carry network sustaining programs. Otherwise I'm sure that the networks could count on their affiliates to continue to carry good commercial programs."

Mr. Bartley had a short answer to the fear that without federal regulation the stations might option all their time to networks:

"That would be silly. But if that happened, let the Dept. of Justice take care of it. The Justice Dept. has already said option time is a violation of the antitrust laws."

On two occasions the Justice Dept. has told the FCC it believes option time violates the Sherman Act. The last time was in March when then Justice Antitrust Chief Victor R. Hansen told the FCC he thought option time runs "afoul" the Sherman Act.

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public interest in programming), he emphasized that fears that the government is about to invade program selection are ill founded.

"The danger is not that the government will intervene to inhibit the free choices of broadcasters in the selection of their program schedules," he said. "The danger . . . may . . . be that through the operation of economic and other factors, effective power of choice of television programs has tended to become concentrated and that as a practical matter program selection has, to a considerable degree, shifted away from the individual station licensee."

He continued:

"The information and data under consideration pose the question whether, in the actual conduct of their program selection activities, the networks have followed public interest policies, or whether, in some instances have unfairly discriminated against and sought to exclude programs produced by 'independents' from the network program market, or improperly insisted upon obtaining a financial interest in an independent show as a prior condition to considering it for exhibition on the network."

Evidence Highlights • James B. Sheridan, acting chief, Broadcast Bureau Economics Div.—

• In 1949, advertisers' total program expenditures for network television (exclusive of time costs) were $18.6 million. Of this amount, the networks received $6.4 million (34.4%) and all other sources, $12.2 million (65.6%).

• In 1957, advertisers spent $275.8 million on network programs. Of this amount, networks collected $166.5 million (60.5%) and other sources, $109.3 million (39.5%).

• In 1949 the net revenues of all four television networks were $12.8 million. Of this, $6.4 million was from the sale of time and $6.4 million was from the sale of talent, program material, etc.

• In 1957, the net revenues of all three tv networks were $368.3 million. Of this $201.8 million was from the sale of time, and $166.5 million was from the sale of talent, program material, etc.

Columbia Broadcasting System—

• In the 1958 fall program schedule (September-December), 22% were programs produced by CBS, 24% were produced independently and licensed directly to advertisers, and 54% were produced independently and licensed directly to CBS.

• CBS loses money on programs. In 1951 it took in a total of $14.7 million for programming, but it cost the network $21.3 million to produce the programs—a loss of $6.6 million. In 1958 the network had a total income from programs of $59.7 million, but spent $87.2 million—a net cost of $27.5 million.

• The CBS television program department cost $70,454,000 in 1958. The network's News and Public Affairs Div. spent $16,825,000 in 1958. The tv program department had 310 people employed at a yearly payroll of $5.5 million; the news and public affairs division, 378 people at $4.15 million. CBS' News and Public Affairs Div. is a division of CBS Inc.; the program department is a unit in the CBS Television Network Division.

• In developing new programs, CBS spent $3.7 million from Sept. 1, 1956 to August 31, 1957.

• The excess of total expenses over total income for news and public affairs programming in 1958 was $8.4 million.

National Broadcasting Co.—

• In the 1955-56 season, NBC supplied 13 programs in the prime 6-11 p.m. segment, independent packagers 18 and advertising agencies 19. In the 1958-59 season the score was NBC 9, independents 21 and agencies 14.

• The high cost of program development—and the heavy mortality of good program ideas—was described by NBC as follows: In 1958, the NBC creative staff spent $2.5 million for program development. In that year NBC undertook 20 program projects, from commencement through pilot film or live audition, at a cost of almost $1 million. It also participated in 31 other program development projects. Of these 51 projects, only seven have gone on the air, or are scheduled to be used. These seven programs had a development cost of $138,000.

Some examples were given: In the 1954-55 season, NBC committed $2 million for the *Tonight* program. In the 1955-56 season, NBC committed itself to $3.5 million in getting *Matinee* started and it lost $3 million a year in unrecovered costs until the summer of 1958 when the program was cancelled.

The famed NBC Opera telecasts, mostly unsponsored since they began in 1950, have cost the network $2.5 million.

• In the 1957-58 season, NBC had unrecovered costs of approximately $6 million on news and public affairs programs.

• For 1959, NBC has already committed $3.8 million for talent and creative personnel, some of which has been offset by sponsors. For 1960 and beyond, NBC has committed $5.3 million, none of which is offset yet by sponsors.

• Overall unrecovered program costs were shown through the years: 1953, $19.7 million; 1958, $44.8 million. These figures include overhead, staff, license fees, etc.

• Pre-emptions for public service programs cost NBC almost $500,000 in 1957-58 season. This is how this figure was secured: Gross margin on lost time sales, $220,238; program costs, $95,485; pre-emption costs, $173,662.

American Broadcasting Co.—

• For the 6-11 p.m. time period in selected weeks, the network in 1955 carried three programs created by its own people, three in which it had a partial interest and 36 in which it had no interest. This compares to 1959 when it carried 12 programs in which it had complete interest, 12 in which it had a partial interest and 21 in which it had no interest.

FCC briefly surveys means of vhf drop-ins

How will the drop-in of vhf channels into "critical" cities be done—on an individual basis or on an overall proceeding?

Or, shall it be "selective shoehorning" or a general rulemaking?

That's the question the FCC has to answer before it moves to put into practice the "interim" tv allocations plan made public last month (BROADCASTING, April 27).

The Commission briefly discussed the situation last Wednesday at its regular meeting. It came to no conclusion and the subject is expected to come up again in two weeks.

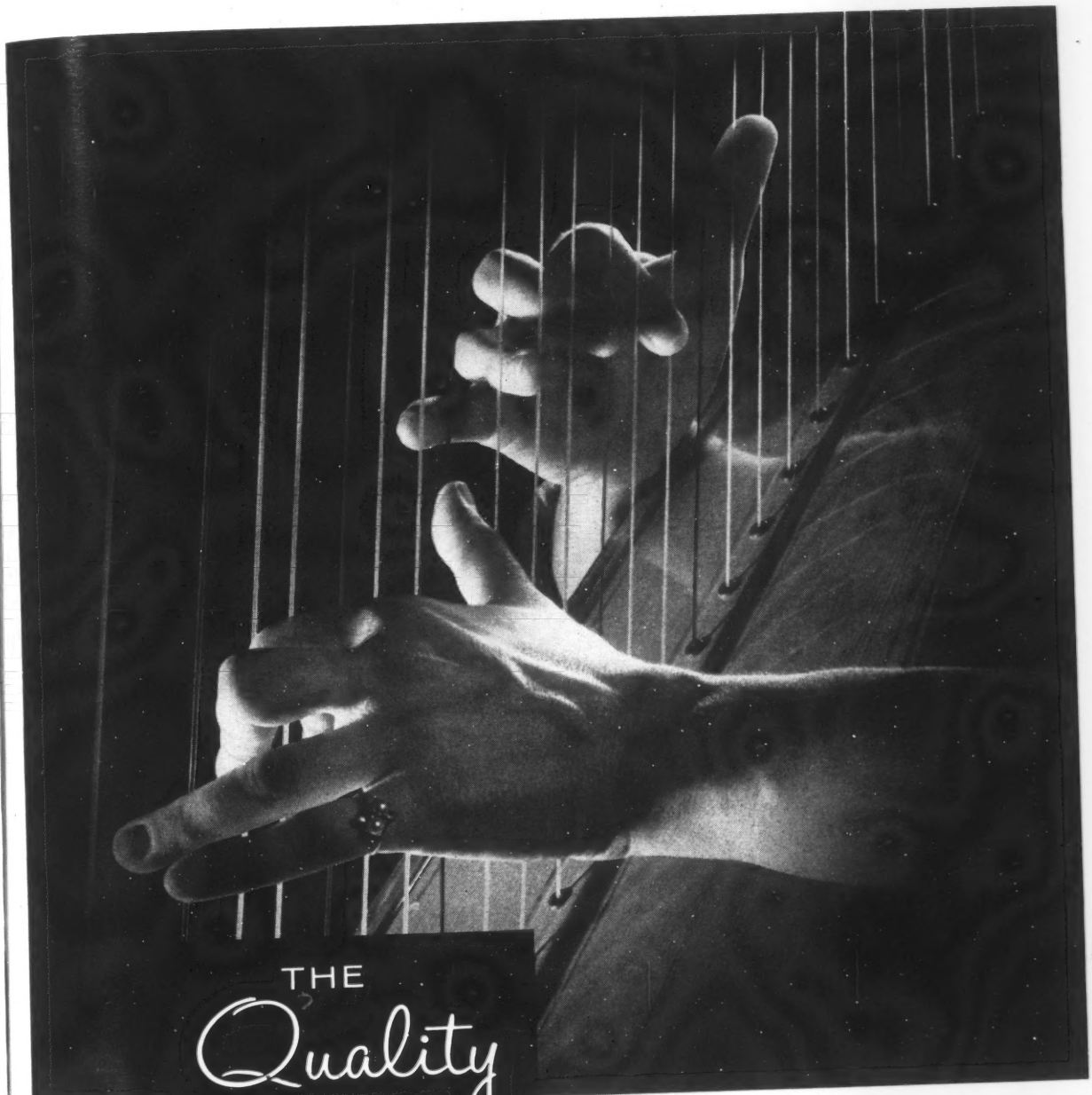
Staff Report • Before the commissioners was a document drawn up by the staff delineating the pros and cons of both methods of acting on drop-ins. The staff report also discussed the questions of how far to go in breaking through present minimum mileage separations, and how to judge whether or not certain cities have uhf "saturation."

In the Commission's tv allocations announcement, it was stated that the temporary drop-in program would be "carefully circumscribed" to relieve "only the most critical shortages." It also was indicated that the Commission would not upset the balance where uhf has gained a substantial foothold.

Involved also in determining where to add vhf channels, it is understood, are revisions of U.S. agreements with Canada and Mexico.

Cities Listed • The staff document included a list of 36 cities out of the top 103 tv markets in which additional vhf channels might be placed. These areas have less than three vhf assignments at the present time.

Each city is identified with present allocations. The additional vhf channel



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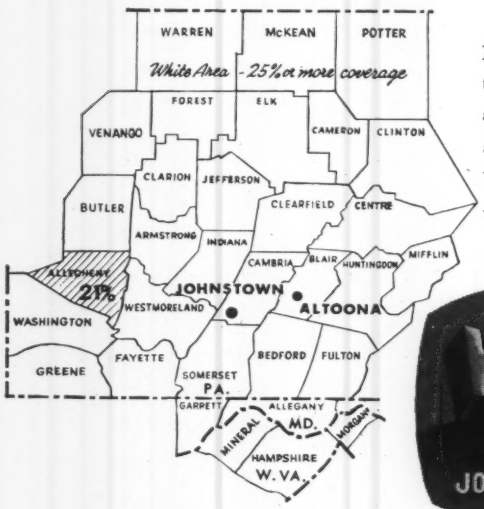
Figures from ARB, November, 1958

TOP 30 SHOWS ON WJAC-TV

Johnstown-Altoona Trendex, Feb., 1959



Buy the station that delivers the viewers--nearly three times as many viewers for WJAC-TV as for the nearest competitor. You get a guaranteed audience when you buy WJAC-TV!

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or channels are indicated with such information as how many miles below the existing minimum separations will be required.

The break in minimum mileage distances ranges from a few miles in most instances to as high as 20-odd miles in a few cities.

The Commission must decide which are the "critical" areas and also which cities are uhf saturated to the extent that it may not desire to upset the present balance.

The cities are as follows:

Birmingham, Ala.; Fresno, San Diego, Calif.; Hartford, Conn.; Jacksonville, Fla.; Augusta, Columbus, Macon, Ga.; Champaign-Urbana, Quincy-Hannibal (Mo.), Ill.; Evansville, Terre Haute, Ind.

Also Sioux City, Iowa; Topeka, Kan.; Louisville, Ky.; Baton Rouge, Shreveport, La.; Grand Rapids-Kalamazoo, Mich.; Jackson, Miss.; Springfield, Mo.; Binghamton, Rochester, Syracuse, N.Y.

Also Charlotte, Raleigh, N.C.; Dayton, Toledo, Ohio; Erie, Harrisburg, Johnstown, Pa.; Providence, R.I.; Knoxville, Tenn.; Austin, Brownsville-Harlingen-Weslaco, Corpus Christi, Tex., and Madison, Wis.

Norton reiterates shoehorning tv plan

Radio propagation expert Kenneth A. Norton, National Bureau of Standards scientist, is continuing his campaign to sell his philosophy of shorter mileage separation between tv stations (BROADCASTING, April 6).

His views were contained in a May 1 letter to William A. Lodge, CBS engineering vice president. Mr. Lodge had taken issue with Dr. Norton last month (BROADCASTING, April 20).

In his letter to Mr. Lodge, Dr. Norton reemphasized his theory that "maximizing" the service area of each tv channel would be more beneficial than the same approach for each tv station. He suggested again that co-channel separations be dropped to 100 miles (from the present 170 miles for Zone I) in order to get more tv stations into the same areas.

He also maintained that although rural viewers might lose what he called the "barely satisfactory and intermittent service" from existing stations if his plan were adopted, they would gain by the increased number of "superior" services from local stations.

Dr. Norton also replied to Mr. Lodge's remarks concerning the original comments of the Boulder, Colo., scientist on the report of the Television Allocations Study Organization.

283,000,000

Convention visitors see how WSB Radio serves growers who make Georgia leading broiler producer in U.S.

Last year Georgia again led the nation in broiler production, sending 283,000,000 birds to market.

Pictured is the WSB Radio exhibit at the recent Southeastern Poultry & Egg Association convention in Atlanta. Growers (and exhibitors—many of whom are WSB advertisers) showed great interest in the illuminated coverage map, and methods used by WSB Radio in providing them with broiler market quotations. Two comprehensive reports are broadcast daily, the first at 11:35 a.m. This is the earliest quotation Georgia broiler growers can hear. They listen for it daily.

Broiler quotations are only one facet of WSB Radio's complete programming for Georgia agriculture. Over 300,000 farm families depend upon this station for information of vital concern to them.

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FCC BACKLOG—TALE OF WOE

Congressional subcommittee hears story

Congressmen are concerned about the FCC's am applications backlog and Commission members were on the receiving end of some blunt questions about the problem, a March 11 hearing by the House Appropriations Committee's Independent Offices Subcommittee, indicates. A transcript of the March session was released last week.

The subcommittee members were told by Broadcast Bureau Chief Harold Cowgill that am applications of all types are behind 7 to 7½ months, with a total of 1,200 applications now pending. Action on tv, on the other hand, comes an average of 40 to 45 days after filing, he said.

Chairman Albert Thomas (D-Tex.) of the subcommittee told FCC members that "keeping a man on the hook from six months to three years is hardly justifiable," and added that Congress may "have to paddle you a little bit . . . to get rid of that backlog." Rep. Thomas reiterated that he believes fees ought to be charged licensees for FCC services.

FCC members told the congressmen that one of the Commission's biggest problems is meeting an expanding demand with a diminishing staff. The FCC is asking for 47.9 more employes in broadcasting activities at a cost of $376,706 to help dispose of the applications backlog, conduct studies to solve tv allocation, pay tv and network problems and handle increased hearing work. Noting a $100,000 item in its 1960 proposed budget for a study of automation techniques, FCC members said they have talked with International Business Machines, Burroughs and Remington Rand about possible automatic processing of some applications paperwork. Another $98,000 is being asked for special contract work involving tv allocations, subcommittee members were told.

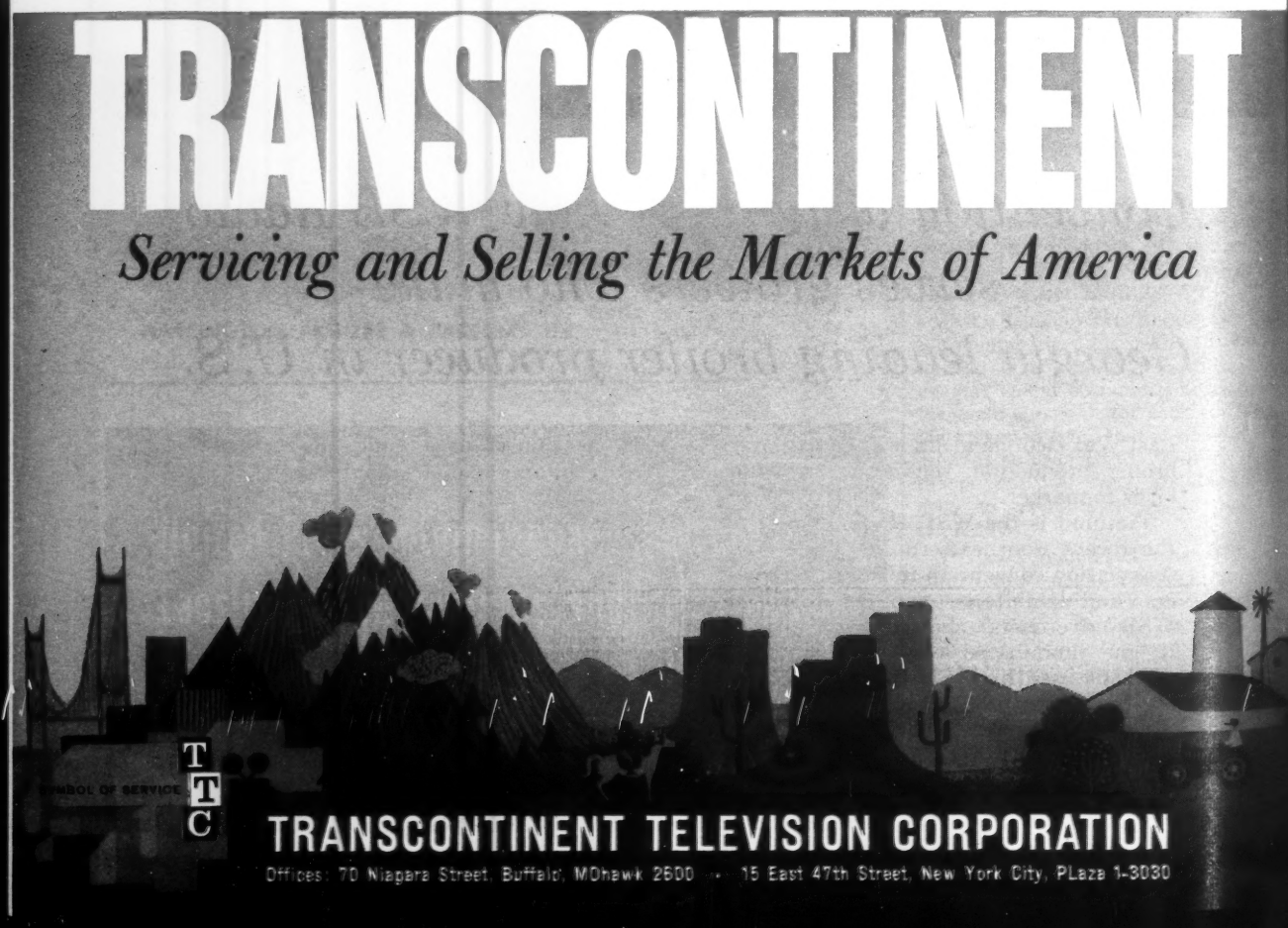
Larger Staff Requested • The FCC wants, in broadcasting activities, for fiscal 1960:

• In television: 65.7 Broadcast Bureau employes ($465,608) compared to 54.1 ($375,670) for fiscal 1959; 8 hearing examiners ($72,240) compared to 7 ($64,441) in 1959; 12.5 Office of Opinions & Review employes ($108,520) compared to 10.3 ($87,581) in 1959; 6 in Dockets section ($27,445) compared to 4.8 ($22,008) in 1959.

• In am: 133.1 in Broadcast Bureau ($942,397) compared to 110.4 ($766,605) in 1959; 15.8 hearing examiners ($142,678) compared to 14.6 ($134,410) in 1959; 18.3 in Office of Opinions & Review ($158,844) compared to 13.5 ($114,791) in 1959; 4.9 in Dockets ($22,409) compared to 4.1 ($19,139) in 1959.

• In fm: 13.4 in Broadcast Bureau ($95,010) compared to 12.4 ($86,105) in 1959; 1.2 hearing examiners ($10,836) compared to 0.7 ($6,442) in 1959; 1.0 in Office of Opinions & Review ($8,680) compared to 0.8 ($6,802) in 1959; 0.6 in Dockets ($2,746) compared to 0.4 ($2,133) in 1959.

Total proposed budget in broadcasting activities is $2,361,601, compared to $1,942,055 in 1959. The FCC is asking a total $11 million for fiscal 1960 compared to $9.8 million estimated for 1959. FCC Chairman John C. Doerfer told the subcommittee that by May (this month) the FCC will be "hitting that whole big bundle" of 255 stations which have applied for increase in power from 250 w to 1 kw. There is a potential of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900 such stations, he said, and those which haven't filed will have to do so to protect themselves.

Tv Program Quality Up • Responding to questions by congressmen about the quality of tv programs, Chairman Doerfer said there are more good programs than there used to be, but that a station has a problem in programming 120 hours a week because of tv's "voracious appetite for talent, for writers."

To another question about crime programs on tv, the FCC chairman said the FCC doesn't tell the networks how to program their schedules. He noted that he recently had seen an "atrocious" crime story on tv with six murders in it, adding, "It happened to be one of the best, 'Hamlet.' "

Reopen Nebraska case

The ch. 13 Alliance, Neb., case is to be reopened, pursuant to a U.S. Court of Appeals for D.C. remand (BROADCASTING, March 16), according to last week's FCC announcement directing preparation of a document to this end.

The Court had claimed that the Commission erred in dismissing petitions by KSTF (TV) Scottsbluff, Neb., to intervene in the ch. 13 proceedings, which saw the Alliance channel go to Western Nebraska Television Inc. (KALF [TV]). The Court also ordered the FCC to investigate charges that KALF sold stock without registering with the Securities & Exchange Commission and made false and misleading statements in the sale of stock.

Mack-Whiteside trial drags into sixth week

The criminal trial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside, accused of conspiring to rig the award of Miami ch. 10 to a National Airlines subsidiary, plodded through its fifth week.

Continuing testimony from the previous week was William Y. Stembler, head of the Stembler-Shelden Insurance Agency, and Mrs. Elaine Wood, head bookkeeper of the agency, who was on the stand Wednesday (May 7) through Friday. Both testified about payments to Mr. Mack through Stembler-Shelden and Andar Inc. Mr. Mack was former part owner of Stembler-Shelden and Andar was given to Mr. Mack by Mr. Whiteside, who controlled Stembler-Shelden and owned Andar. Government prosecution holds payments to Mr. Mack were made through the two firms to induce him to vote for Public Service Tv Inc., NA subsidiary.

Defense counsel moved for mistrial (and were denied), charging the prosecution with trying to imply Mr. Stembler was not "an honest witness" in saying his testimony differs from that given a grand jury before indictment of the defendants. Federal District Judge Burnita S. Matthews, trying the case, said she found "substantial" discrepancies between Mr. Stembler's testimony before the grand jury and at the trial.

Meanwhile, because of the trial, the FCC last week postponed oral argument in the court-remanded Miami ch. 10 case. The oral argument had been set for May 21. The FCC said it will announce a new date.

No cutoff delay

The FCC remains adamant on the inauguration of a "cut-off" procedure for an am processing line. On May 1 it turned down two more requests for postponement of the May 16 effective date sought by Community Broadcasters Assn. and Assn. of Federal Communications Consulting Engineers. Comr. T.A.M. Craven dissented. Earlier in

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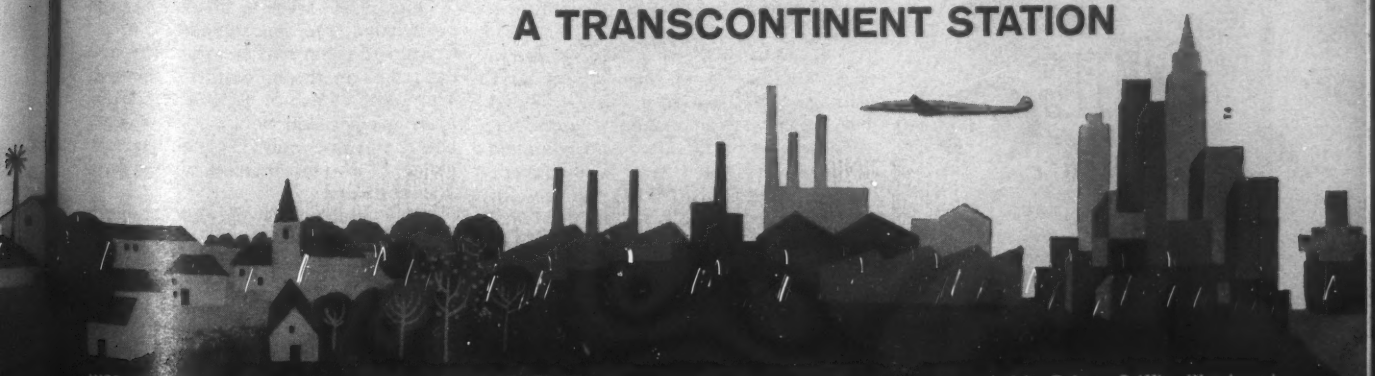

WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WSVA-TV, WSVA, Harrisonburg, Va. • represented by Peters, Griffin, Woodward
WNEP-TV, Scranton-Wilkes-Barre, Pa., represented by Avery-Knodel

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in FRESNO

KJEO

All 7 days a week from noon until sign off KJEO-TV, Channel 47, Fresno, leads in more quarter hour segments than either of the other two Fresno stations. *Source: Current Nielsen.*

KJEO—Channel 47, No. 1 for the money, No. 1 for the Central California audience.

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FRESNO

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the week the Commission refused a similar continuance requested by the Federal Communications Bar Assn. The new procedure is intended to prevent submission of new applications or amendments after the top 50 applicants on the processing line have been announced and after 30 days have elapsed (BROADCASTING, April 13).

LIBEL REVERSED

D.C. judge sets aside $145,000 Lewis fine

A $145,000 libel damages verdict found by a jury last Jan. 31 against commentator Fulton Lewis Jr., Mutual and WWDC Washington was set aside last week by Federal District Judge George L. Hart in Washington, D.C.

Judge Hart said the jury's award to Mrs. Pearl Wanamaker, Seattle educator and former Washington State superintendent of public instruction, was excessive and led to the conclusion that the jury "was influenced by passion or prejudice."

The nine-day trial last January resulted in the largest libel judgment ever awarded by a jury in the District of Columbia. Mrs. Wanamaker charged she was libeled in a nationwide, 500-station broadcast on Mutual by Mr. Lewis, who said among other criticisms that she was the sister of a man who renounced U.S. citizenship and fled behind the Iron Curtain. Mr. Lewis retracted this statement in a similar broadcast three days later, apologizing for his "horrifying mistake."

Judge Hart said in his opinion last week that Mrs. Wanamaker's reputation in the educational field was undamaged by the Lewis broadcast because of her prominence among educators. He said her salary in a job she held after the broadcast was higher than that before and that she afterward had received various nationwide honors, including honorary degrees from two colleges. He also said questioning of a defense witness by Mrs. Wanamaker's lawyer during the trial was "highly improper."

He said the libel, established as *per se* in instructions to the jury, should carry damages only because it was *per se* and because Mrs. Wanamaker suffered "humiliation, embarrassment and wounded feelings." He noted Mrs. Wanamaker's lawyer asked only $25,000 damages for the broadcast in the Washington Metropolitan area. (The jury awarded $45,000 from Mr. Lewis, Mutual and WWDC jointly for the D.C. area broadcast plus $100,000 from Mr. Lewis and Mutual for the broadcast into other parts of the country.)

Mrs. Wanamaker had filed 17 suits in various state and federal courts against Mr. Lewis, MBS and affiliates which carried the broadcast, but the parties agreed that a number of the suits would be dismissed with prejudice and that Mrs. Wanamaker could claim damages against Mr. Lewis and Mutual for the broadcast over the entire U.S.

Before this agreement, four cases had been tried in which a jury in a Spokane, Wash., court found for the defendants; a suit in Baltimore resulted in a hung jury; a jury in Walla Walla, Wash., awarded Mrs. Wanamaker $10,000 and an Oklahoma City court awarded her a total of $7,500. Mr. Lewis said in Washington last week that the last two cases have been appealed.

J.P.Tonkhoff, Mrs. Wanamaker's lawyer, charged in Yakima, Wash., last week that Judge Hart had acted as a "13th juror" and said he would seek a new trial. Mrs. Wanamaker, attending an educational conference in Corvallis, Ore., said she didn't intend to drop the case. She declined to say whether she would consider a compromise settlement.

Oversight committee sets hearing agenda

The 1959 edition of the House Subcommittee on Legislative Oversight plans its first public hearings within the next six weeks. And, just as in 1958, the committee first will call each of the "Big 6" agencies under its jurisdiction to explore agency problems.

Discussion will be limited to three previously determined problems of each agency. In the case of the FCC, leadoff talks will be on a way to prohibit *ex parte* presentations to commissioners in rulemaking proceedings when an opposing party does not have a chance to answer.

The FCC consistently maintains that such contact is necessary. The subcommittee agrees to an extent but feels that when one side makes a presentation,all sides should have equal opportunity to give their views.

Other FCC areas to be explored will be decided after consultation with the Commission but two areas are foremost right now in the committee's thinking. They are (1) use of FCC discretion in making rules and policy without legislative guidelines and (2) Commission dependence for information on the regulated industry.

After individual agency problems have been discussed, situations common to all agencies will be highlighted. Practitioners before the Commission and regulated industries also will be heard. The hearings probably will begin sometime in June.

The subcommittee has four new mem-

"Ten years

of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

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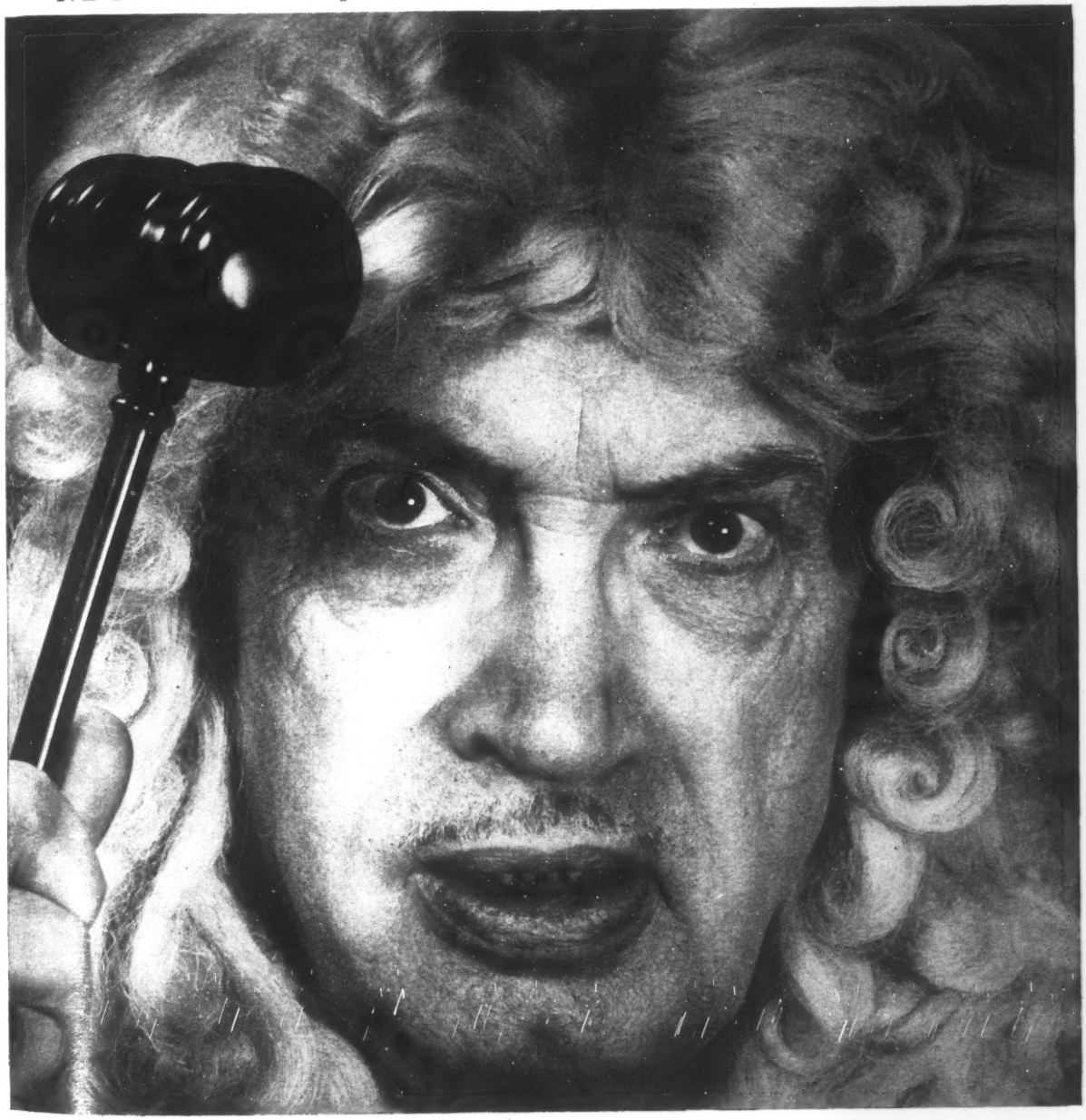
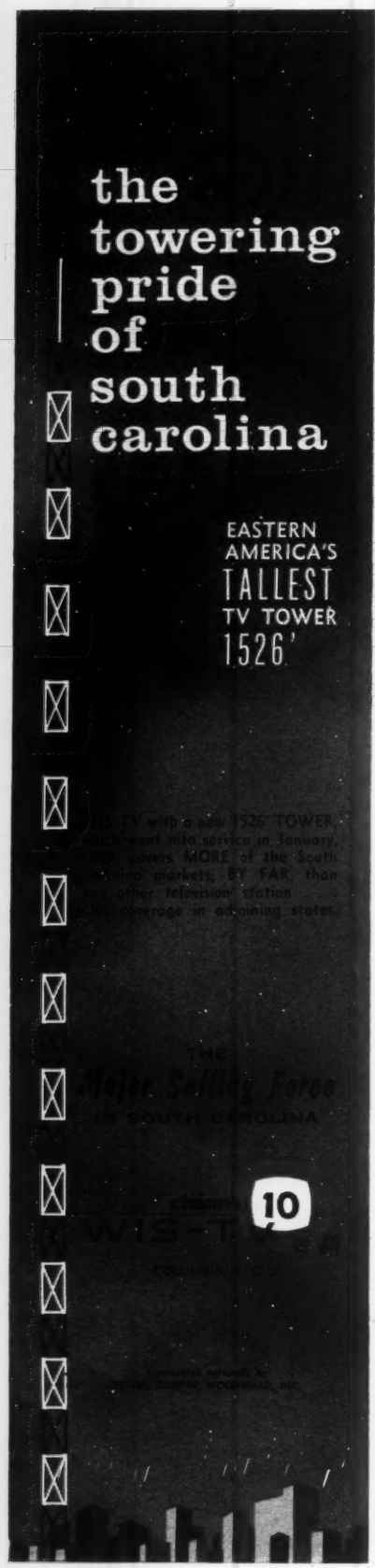




bers. They are Reps. Walter Rogers (D-Tex.), William Springer (R-Ill.), Steven Derounian (R-N.Y.) and Samuel Devine (R-Ohio). Holdover members are Reps. Oren Harris (D-Ark.), chairman, John J. Flynt (D-Ga.), Peter Mack Jr. (D-Ill.), John Moss (D-Calif.) and John Bennett (R-Mich.). Robert Lishman was renamed chief counsel of the subcommittee.

EXTENDED HOURS
DBA plan opposed by radio fulltimers

Nine fulltime am stations opposed and two daytimers favored the Daytime Broadcasters Assn.'s proposal to authorize daytime stations to operate from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later) in early comments filed last week on the FCC inquiry. Comments on the plan were due last Friday (May 8).

Interest in the daytime broadcaster problems continued last week on Capitol Hill with introduction by Rep. Morgan M. Moulder (D-Mo.) of a bill (HR 6868) to amend the Communications Act to require that daytimers be authorized to operate "at least" from 6 a.m. to 6 p.m. It was identical to a bill submitted the week before by Rep. George E. Shipley (D-Ill.).

WFMO Fairmont, N.C., and WMIL Milwaukee supported the DBA proposal. WMIL said that in December it has to operate from 7:15 a.m. to 4:15 p.m. and that this keeps it from serving its audience when they are accustomed to tune in, beside cutting down "seriously" on WMIL's opportunity to sell time.

WCCO Minneapolis, opposing, said half the country is without primary service at night and that these white areas must be served primarily by clear channel stations. WCCO said if the proposal is adopted it will suffer interference from KBOA Kennett, Mo. It added that 59 broadcast stations rely on WCCO for alerts during a Conelrad operation, since it is the key station in some or all of Minnesota, Wisconsin, North and South Dakota, Wyoming and Montana.

Also opposing was a group of eight stations submitting earlier comments. They were WWNY Watertown and WMSA Massena, both New York; KWBR Oakland, Calif.; WFMJ Youngstown, Ohio; WMAK Nashville, Tenn., and WKMI Kalamazoo, Mich.; WFMD Frederick, Md., and WRVA Richmond, Va.

Canada, Mexico Oppose Too • They said extension of daytimer hours as proposed by DBA would amount to "prejudgment" of the issues in the Daytime Skywave proceeding, issued in March 1954, but still pending, and probably would be in "derogation" of any solution reached in the Skywave case.

They said FCC has considered the need for local service in pre-sunrise and post-sunset hours and resolved in favor of greater benefit from existing fulltimers. DBA, they said, would cut into this service and in certain seasons the already-bad skywave interference problem would be worsened.

They cited Canadian opposition and Mexico's refusal to approve the proposal to expand daytimer hours. They said if the plan were approved, existing fulltimers, under the "doctrine of the KOA decision," would be entitled to hearings on grants of new stations which increased skywave interference. Thus, they said, there would be few uncontested grants of new stations.

The stations cited Comr. Robert E. Lee's dissent from the FCC rulemaking in which he said adoption of the plan would make the standard broadcast band "chaotic," and that data submitted by 24 stations show 27 million people would lose primary service in winter from these 24 outlets alone.

WRVA made an additional statement claiming it would receive extensive interference from WSIV Pekin, Ill., KLPR Oklahoma City and a proposed daytime station at Tiverton, R.I.

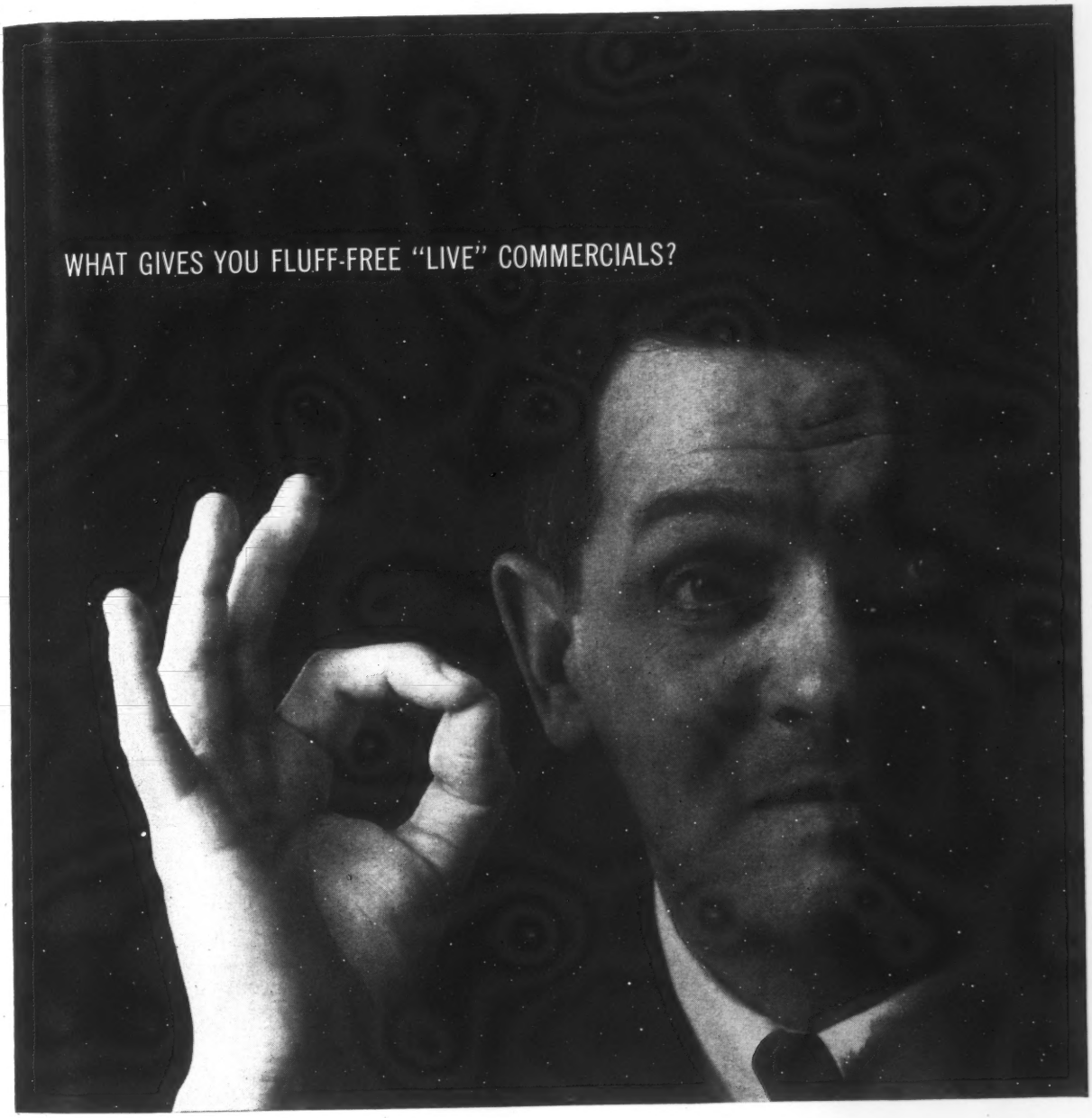
Monroney jabs at tv as 'Firestone' drops

Oklahoma's Democratic Sen. A.S. (Mike) Monroney is continuing his fight against tv ratings, with special emphasis on the demise of the *Voice of Firestone* (AT DEADLINE, April 27).

Last week he introduced still more newspaper columns into the *Congressional Record* condemning ABC-TV for dropping *Firestone*. Pointing out that next fall networks will carry 27 western and 18 crime and adventure programs, Sen. Monroney asked: "Is this balanced programming?" He continued, speaking on the Senate floor:

"Does anyone here believe that all Americans want is violence and murder of the long-ago frontier or the current gangster-con man variety? Surely the networks can, without help from either Congress or other outside critics, pry themselves loose from their supine slavery to the ratings which would seem to be ruling our airwaves."

Sen. Monroney also stated, but not on the floor, that published reports that he planned to introduce legislation requiring networks and stations to file regular reports on public service programming with the FCC are not accurate. "They jumped to conclusions," he



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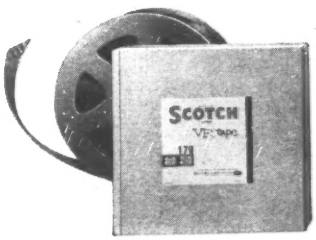

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said. "My plans are not firm at all as yet."

The Senate Commerce Committee's ratings study, which he is pushing as a member, will look into possible legislative solutions to insure a reasonable amount of public service programming, he pointed out, and required filings of such reports might possibly be the outcome.

Hearings on the ratings services were held by the committee last summer and were scheduled to resume early in the present Congress. However, they have been forestalled because of other committee business and Sen. Monroney refused to predict when they might be resumed.

House spectrum panel to meet June 8-9

As its first step in a planned overall study of the radio spectrum, the Communications Subcommittee of the House Commerce Committee will hold a two-day panel June 8-9. Rep. Oren Harris (D-Ark.), chairman, said the panel members would be limited to discussion of (1) problems of the spectrum and its utilization and (2) the most appropriate way to solve these problems.

The House of Representatives authorized $200,000 for the subcommittee to conduct its investigation in the face of a White House proposal for congressional approval of an Administrative commission for the same purpose. So far, Rep. Harris has been unable to attract the necessary experts to staff the investigation and still is searching for a qualified director.

Among those to be invited to participate on the panel are Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Dr. Irwin Stewart, former member of the old Federal Radio Commission and ex-president of West Virginia U.; Donald A. Quarles, deputy Secretary of Defense; Leo A. Hoegh, director of the Office of Civil & Defense Mobilization; Dr. Ernest Everett of the U. of Illinois, and representatives of the NAB, FCC, EIA and other industry organizations.

Teleprinter hike asked

American Telephone & Telegraph Co. last week asked the FCC for a 4% increase in rates for leased teleprinter service as the first step in its ultimate goal of earning 10% on net investment for these services. The increase was in addition to interim rate boosts granted effective last Dec. 2 by the FCC amounting to about $9.5 million annually.

A decision is expected this year in the lengthy FCC investigation of AT&T and Western Union rates and regulations for leased telephone and teleprinter services.

NAB, the American Newspaper Publishers Assn. and the news services have opposed the raising of rates. AT&T said the interim increases of Dec. 2 brought its earnings from 1.7% to just less than 5% of net investment.

• Government notes

• The ch. 13 Biloxi, Miss., case was officially reopened by the FCC on May 6. The Commission requested a further hearing in accordance with a U.S. Court of Appeals decision. In the original FCC disposition, Radio Associates Inc. (KVMI Biloxi) won the channel over WLOX Biloxi. Issues involved include the control and financial qualifications of Radio Associate. Also, last week, FCC Hearing Examiner Annie Neal Huntting scheduled a prehearing conference for May 15 in the Beaumont, Tex., ch. 6 remand proceeding (BROADCASTING, May 4).

• Jackson Broadcasting and Television Corp., one of the unsuccessful applicants for ch. 10 Parma, Mich., was tentatively turned down by the FCC on May 6 in its effort to bring about a rehearing and reconsideration of the Commission's grant of channel 10 in Onondaga, Mich. The FCC directed preparation of a document to deny the Jackson petition for rehearing and reconsideration. Ch. 10 Onondaga was granted on a share-time basis last fall to Television Corp. of Michigan and the State Board of Agriculture, to operate as WILX-TV (commercial) and WMSB (TV) (educational) (BROADCASTING, Sept. 8, 1958).

• Tucumcari Television Co., thus far unsuccessful applicant for a ch. 70 tv translator station in San Jon, N.M., to translate programs of ch. 10 KFDA-TV Amarillo, Tex., will get another chance to present its case. The Commission granted Tucumcari's request and scheduled an oral argument for May 22 on the firm's exceptions to an initial decision which looked toward denying its application (Broadcasting, March 30) on the issue of "unauthorized operation" among others. Late last month, the Commission denied a motion by Tucumcari to dismiss its application without prejudice and denied the application.

• Agreement on a merger of two of the three applicants for ch. 5 Weston, W. Va., with dismissal of the third (BROADCASTING, April 20) was reached April 23 in a hearing before FCC Examiner Jay A. Kyle. Telecasting Inc. is to have an option to purchase 50% of WJPB-TV Inc. (Fairmont, W.Va., J. Patrick Beacom), which will prosecute its application. West Virginia Radio Corp., which was granted its petition for dismissal by Chief Hearing Examiner James D. Cunningham last week, is to receive approximately $9,237 for reimbursement of out-of-pocket expenses.

• WCKT (TV) Miami committed unfair labor practices in its relations with photographer-reporters and film personnel in connection with membership in International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), according to recommendations of Sidney Linder, trial examiner of National Labor Relations Board. The examiner recommended that WCKT cease alleged anti-union activities; that it offer Cal Marlin, Charles Filer, Joseph Lipari and Jay Weand full reinstatement to former or equivalent positions, and that it refrain from interfering with employes' rights to an uncoerced election. The examiner recommended that the election held Aug. 22, 1958 be set aside and the case be remanded to the NLRB regional director for a new election when he feels circumstances will permit a free choice of bargaining representative.

• The Federal Communications Bar Assn. has formalized proposals to amend the protest provisions of the Communications Act. The FCBA, in a document sent to the Senate and House Commerce Committees and the FCC, recommends that Sec. 309 be amended to require the FCC to withhold action on an application for 30 days and to dispose of any protest prior to a grant. Sec. 405 should be amended, FCBA said, to require the Commission to act on petitions for rehearing with 90 days after grants without hearings.

• NAB has asked the U.S. Treasury Dept. to re-interpret the recently amended Internal Revenue Code to continue the previous exemption from the 10% excise tax on private long distance telephone circuits used by newsgathering agencies, including broadcasters. The Treasury Dept. has ruled that if the private line is handled through a switchboard and connects with the telephone system of another city the exemption does not apply.

• Proposed legislation to exempt reporters from disclosing news sources was killed in the Illinois State legislature last week. Opposition to a bill sponsored by Rep, Michael Zlatnik (R-Chicago), partly from Chicago newspapers, was credited by the legislator with defeating it in committee by a 22-6 vote.

REDS IN CAPITALIST SCHEME

Skiatron proposes pay-see Bolshoi show

A back-door approach to pay-tv was proposed last week by Skiatron of America, New York.

The subscription firm contacted tv stations with a plan to collect $1 donations from viewers to a proposed series of four telecasts of the Bolshoi Ballet. Matthew M. Fox, Skiatron president, conceded to BROADCASTING his firm had explored the idea but had made no commitments.

One version of the Skiatron project proposed to pay a tv station from eight to 10 times its card rate to carry four one-hour film programs of the ballet. There would be no air announcements except a simple introductory message and signoff.

Under the Skiatron plan, the station would promote the programs in advance and Skiatron would buy newspaper space urging the public to tune in and inviting viewers to contribute $1, to be mailed to Reuben H. Donnelly Co. In addition, Skiatron proposed to pay each station 30% or 35% of all cash contributions received from their areas over and above the total payment made in each case. The other 65% would go to Skiatron, which would underwrite costs including newspaper advertising.

Mr. Fox acknowledged he had been exploring various means of showing the ballet, but said "We have reached the point where it is possible that we may not put the ballet on at all." It is known that Skiatron of America had attempted to line up more than 40 theatres to carry the ballet for two days in early June but theatre operators reportedly balked at surrendering the premises at a time when prime motion picture attractions were scheduled to arrive.

Mr. Fox confirmed that he had approached station operators with a view toward having tv outlets carry four one-hour film programs of the ballet. He reported he is also mulling over the possibility of taping the ballet for showing on stations having Ampex equipment. Mr. Fox said he might come to a decision "in a few days."

New film producers

Sindee Productions Inc. (tv series) and Atlas Pictures Corp. (feature films) have been formed by Irving H. Levin and Harry L. Mandell.

Atlas Corp. was formed with the purchase of AB-PT Pictures Corp. from American Broadcasting-Paramount Theatres Inc. Maurice Duke and Henry F. Ehrlich join Messrs. Levin and Mandell in the organization of Sindee Productions. This company's first series is *Pancho Villa*, with actors Harry Carey Jr. and Pedro Armendariz. Series' distributor: MCA.

Regional blackout

The Atlantic Coast Conference (southeast collegiate group) voted May 1 to suspend regional football and basketball telecasts for the next school year. Conference officials called for further study of the situation after the one-year layoff.

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EVENING WITH NBC AND ASTAIRE

Emmy scores: 27 for the network, 9 for the dancer's show

It was NBC's and Fred Astaire's night last Wednesday (May 6) when the 11th annual Emmy awards of the Academy of Television Arts & Sciences were passed out at ceremonies televised from New York, Hollywood and Washington. The network came away with 27 of the 45 awards presented, while CBS won 16 and ABC 2. *An Evening With Fred Astaire* won nine awards alone.

(Actually there were only 42 categories, but duplicate awards to CBS and NBC for *Father Knows Best* and to all networks for video-tape achievement swelled the number of statues to 45.)

Runner-up in individual show popularity was the NBC *Hallmark Hall of Fame* "Little Moon of Alban," which won four Emmys.

These were the winners:

Best dramatic series (one hour or longer): "Playhouse 90," CBS.

Best dramatic series (less than one hour): "Alcoa Goodyear Theatre," NBC.

Best public service program: "Omnibus," NBC.

Best news reporting: "Huntley-Brinkley Report," NBC.

Best special news program: "Face of Red China," CBS.

Best single performance by an actress: Julie Harris, "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best news commentator, analysis: Ed Murrow, CBS.

Best western series: "Maverick," ABC.

Best panel or quiz: "What's My Line," CBS.

Best special dramatic program, (one hour or longer): "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best performance by an actor in musical or variety series: Perry Como, "Como Show," NBC.

Best performance by an actress in musical or variety series: Dinah Shore, "Dinah Shore Chevy Show," NBC.

Best comedy series: "Jack Benny Show," CBS.

Best musical or variety series: "Dinah Shore Chevy Show," NBC.

Best special musical or variety program, (hour or longer): "Evening With Fred Astaire," NBC.

Best actor in a leading role, dramatic series: Raymond Burr, "Perry Mason Show," CBS.

Best actress in a leading role, dramatic series: Loretto Young, "Loretta Young Show," NBC.

Best actor in a continuing comedy series role: Jack Benny, "Jack Benny Show," CBS.

Best actress in continuing comedy series role: Jane Wyatt, "Father Knows Best," CBS and NBC.

Best single performance by actor: Fred Astaire, "Evening With Fred Astaire," NBC.

Most outstanding single program of the year: "Evening With Fred Astaire," NBC.

Best supporting actor (continuing character) in dramatic series: Dennis Weaver, "Gunsmoke," CBS.

Best supporting actress (continuing character) in a dramatic series: Barbara Hale, "Perry Mason Show," CBS.

Best supporting actor (continuing character) in comedy series: Tom Poston, "Steve Allen Show," NBC.

Best supporting actress (continuing character) in comedy series: Ann B. Davis, "Bob Cummings Show," NBC.

Best direction of single program of dramatic series (less than one hour): Jack Smight, "Eddie," "Alcoa-Goodyear Theatre," NBC.

Best direction of a single program of dramatic series (one hour or longer): George Schaefer, "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best direction of single program of comedy series: Peter Tewksbury, "Medal for Margaret," "Father Knows Best," NBC.

Best direction of single musical or variety program: Bud Yorkin, "Evening With Fred Astaire," NBC.

Best writing of single program of dramatic series (less than one hour): Alfred Brenner and Ken Hughes, "Eddie," "Alcoa-Goodyear Theatre," NBC.

Best writing of single program of dramatic series (one hour or longer): James Costigan, "Little Moon of Alban," "Hallmark Hall of Fame," NBC.

Best writing of single program of comedy series: Sam Perrin, George Balzer, Hal Goldman and Al Gordon, "Jack Benny Show With Ernie Kovacs," "Jack Benny Show," CBS.

Best writing of single musical or variety program: Fred Astaire, Bud Yorkin, Herbert Baker, "Evening With Fred Astaire," NBC.

Best cinematography for television: Ellis Carter, "Alphabet Conspiracy," Bell Telephone special, NBC.

Best live camera work: "Evening With Fred Astaire," NBC.

Best art direction in television film: Claudio Guzman, "Bernadette," "Westinghouse Desilu Playhouse," CBS.

Best art direction in live television program: Robert Wade, "Count of Monte Cristo," "duPont Show of the Month," CBS.

Best editing of film for television: Silvio D'Alisera, "Meet Mr. Lincoln," "Project 20," NBC.

Best musical contribution to television program: David Rose, musical direction of "Evening With Fred Astaire," NBC.

Best choreography for television: Hermes Pan, "Evening With Fred Astaire," NBC.

Best engineering or technical achievement: Industrywide improvement of editing of video-tape by ABC, CBS, NBC.

Best on-the-spot coverage of news event: Cuban revolution, CBS.

10 'Grammy' awards go to Capitol Records

Capitol Records ran away with 10 "Grammy" awards, as the National Academy of Recording Arts & Sciences held its first annual ceremony to recognize outstanding achievements in the recording industry. RCA Victor was second with four; Decca and Liberty each had three (Liberty's all from one record, "The Chipmunk Song"); Verve and Roulette, two each, and one each to Challenge, Dot, MGM and London.

The "song of the year" for 1958 was "Nel Blu Dipinto de Blu." The Decca record of that tune was also named the "record of the year."

Three of the NARAS "Grammy" awards for outstanding recording achievement during 1958 went to "The Chipmunk Song," which was voted the "best comedy performance," the "best engineered record (other than classical)" and the "best recording for children."

Count Basie's Roulette record, "Basie," was a double winner, as the "best performance by a dance band" and the "best jazz performance (group)." The Victor recording of the *Peter Gunn* theme music from the tv series of that name also garnered two awards, as the "album of the year" and the "best arrangement." Ella Fitzgerald scored twice, with two Verve records, "Irving Berlin Song Book" and "Ella Sings Duke Ellington," judged respectively the "best vocal performance, female" and the "best jazz performance, individual."

GRAMMY
Discmen recognize their own

And the Rest • Other Grammy winners were: "best vocal performance, male"—"Catch a Falling Star," Perry Como (Victor); "best performance by an orchestra"—"Billy May's Big Fat Brass," Billy May (Capitol); "best performance by a vocal group or chorus"—"That Old Black Magic," Louis Prima and Keely Smith (Capitol); "best country and western performance"—"Tom Dooley," Kingston Trio (Capitol); "best rhythm and blues performance"—"Tequila," The Champs (Challenge); "best engineered record, classical"—Duets with a Spanish Guitar," Almeida (Capitol); "best album cover"—"Only the Lonely" Frank Sinatra (Capitol); "best musical composition first recorded and released in 1958 (over 5 minutes duration)"— Cross

The winners: inside and outside • Seven of the nine Emmy awards given Fred Astaire and "An Evening With Fred Astaire" prove a full load for (top photo, l to r) the show's musical director David Rose, Mr. Astaire and director Bud Yorkin. But outside the Moulin Rouge in Hollywood (right photo), NABET cameramen on the winning production proclaimed on the picket line that they had been "locked out" by NBC (also see strike story, page 57). And since invitations to the Emmy ceremonies specified black tie, the pickets whimsically complied by donning tuxedoes, homburgs and black ties. One of the strikers, William Wallace, solved his problem by having his wife accept his award for the best live camera work [on the Astaire show].

Country Suite," Nelson Riddle (Dot); "best original cast album (Broadway or tv)"—"The Music Man," original Broadway cast (Decca); "best sound track album (dramatic picture score or original cast),"—"Gigi," (MGM); "best performance, documentary or spoken word"—"Best of the Stan Freberg Shows" (Capitol); "best classical performance—orchestral"—"Gaite Parisienne," Felix Slatkin conducting Hollywood Bowl Symphony Orchestra (Capitol); "best classical performance—instrumental (with concerto scale accompaniment)"—Tchaikovsky: Piano Concerto No. 1," Van Cliburn, Kiril Kondrashin and the Symphony of the Air (Victor); "best classical performance — instrumental (other than concerto scale accompaniment)"—"Segovia Golden Jubilee" (Decca); "best classical performance—chamber music (including chamber orchestra)"—"Beethoven Quartet 13," Hollywood String Quartet (Capitol); "best classical performance—vocal soloist (with or without orchestra)"—Operatic Recital, Tebaldi (London); "best classical performance—operatic or choral"—"Virtuoso," Roger Wagner Chorale (Capitol).

Awards were presented Monday (May 4) at a dinner at the Beverly Hilton Hotel, Beverly Hills, Calif., with some 500 in attendance. Paul Weston, L.A. Chapter president, was toastmaster. NARAS plans to make the Grammy awards, so named because they are miniature replicas of an old fashioned gramaphone, an annual event.

ATAS panel discusses children's programs

Good taste and good judgement on the part of writers and producers of children's programs are the best and, today, almost the only guarantee that tv will have a good rather than a bad influence on young minds, a panel of psychologists and children's program producers agreed last month at a meeting of the Los Angeles chapter of the Academy of Tv Arts and Sciences

In a reversal of the usual role of such panels, this one talked more about children than about children's programs, urging more understanding of children's interests and emotions by writers and producers. Keystone of the discussion was a report by Dr. Hilde Himmelweit of London U. of an English research project comparing children with tv to those to whom tv is not available. Tv, she stated, does not take a normal child away from other activities and does not adversely affect his standing at school. Bright, socially minded youngsters keep up their outside activities with tv the same as before; dull, retreating children who watch tv more than the others, before tv spent their time with comic books or at the movies. In neither case did tv materially change their normal behavior pattern.

Few children are frightened by western tv shows, Dr. Himmelweit reported, as they accept them as pure escape. Murder and detective programs, in modern settings more familiar to the child viewer and with close-ups depicting strong emotions, are more likely to cause bad dreams and anxiety

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feelings, she said. But the main evil of these programs of violent action, she stated, is that when a child watches some 20 of them a week he is apt to come to look on aggression as an acceptable way to solve a problem, particularly when the aggressor is on the side of right and justice.

Dr. Eleanor MacCoby, social psychologist of Harvard, noted that watching tv guides young people's information about adult behavior and the world outside their homes that they will enter as adults. This colors their opinions and outlooks for better or worse. Dr. Robert Sears, professor of psychology at Stanford, stated that children are individuals, who differ as adults do. Furthermore their reactions change from year to year. He commented that this is a fact too many producers of children's programs seem to forget.

Dr. Frederick Rainsberry, supervisor of children's programs for the Canadian Broadcasting Corp., discussed the problems of his post in balancing pressure of program producers and sponsors, educators (who frequently argue that all culture comes from books and tv is bad by definition) and the public. Bruce Attridge, producer of children's programs at CBC, said that children wholeheartedly and without question accept the world in which they live as right. They are omnivorously interested in everything about them.

Ralph J. Garry, associate professor of educational psychology of Boston U., presented the panel. Dr. Abraham Kaplan, philosophy professor at UCLA, was moderator.

Telecasters can now have musical images

The Modern Broadcast Sound Co. of Stratford, Conn., producer of musical "personality images" for radio stations over the past year, has begun selling its product to tv outlets. Modern Sound incorporates tv call letters into ID jingles and news-weather opening and closing jingles.

The company is headed by Kenneth M. Cooper, president and part-owner of WICC Bridgeport, Conn. Its resources consist of lyrics by Austin (Ginger) Croom-Johnson, music by Eric Siday, an 18-voice chorus, 43 pieces of musical instrumentation and the audio engineering of London FFRR.

Pricing for radio and television is on a yearly-lease basis. There are 36 cuts in the first year's package, with 12 new ones forthcoming each ensuing year. The radio rates range from $1,200 to $3,000, with custom attention available from $6,000 to $12,000. An example of custom work is the Spanish identity furnished for KABQ Albuquerque, N. M., with music of varying tempi for different portions of the day. The rate for tv stations is computed at 15 times the highest-priced spot announcement, or a maximum of $5,000 a year.

Tv clients thus far: WWJ-TV Detroit; WBNS (TV) Columbus, Ohio; WBTV (TV) Charlotte, N.C.; WJXT (TV) Jacksonville, Fla.; KOVR-TV Sacramento, Calif.; CHCH (TV) Hamilton, Ont.; WROC (TV) Rochester, N.Y.; WMAL-TV Washington; WCSC-TV Charleston, S.C.; WLOS-TV Asheville, N.C.; WGR-TV Buffalo; WFBM-TV Indianapolis; WIIC (TV) Pittsburgh; WCPO-TV Cincinnati; WTEN (TV) Vail Mills, N.Y.; WBTW (TV) Florence, S.C.; WWS-TV Adelaide, Australia; WTCN-TV Minneapolis; WBIR-TV Knoxville, Tenn.

Hollywood firm starts am air-check service

Radio Recorders will inaugurate its new audio air-check service (CLOSED CIRCUIT, April 13) early in July, according to Felix Adams, director of sales for the Hollywood firm.

Mr. Adams, former vice president and general sales manager of KLAC Los Angeles, joined Radio Recorders last week, to "direct nation-wide marketing of the new service and also to direct contacts with advertising agencies and assume other duties previously handled by J. Joseph Sameth, whose recent resignation was accepted with deepest regret," G. Howard Hutchins, president of Radio Recorders, announced. Mr. Sameth had been vice president in charge of sales. Several other staff appointments were also made. (See FATES & FORTUNES, page 89).

The new service will provide a means of letting advertising agency executives hear how stations are handling their commercials and to show station management how other stations program their morning and afternoon peak business hours. Each month, Radio Recorders will issue three discs, covering a minimum of 20 hours of monitoring time of nine stations, which will be checked for a little over two hours apiece. Eliminating music and news, the air-check recordings will contain enough of the talk of the station personality conducting the program to show his audience appeal and also to illustrate the way he handles commercials. A complete music sheet and a list, with timing, of all commercials broadcast during the full monitoring period will be sent with the records to subscribers.

The service will be sold to advertising agencies for a flat fee of $40 a month for the three recordings, covering nine stations from among the top U.S. markets. Stations can buy the service on an exclusive basis in their markets, with the price determined by the size of the market. For a population under 100,000, the service will be sold at $35 a month. The price rises to $45 a month for a population of 100,000-500,000, to $60 for 500,000-1 million and to $75 for markets over 1 million.

Radio Recorders has prepared a demonstration record covering five stations: WOR and WNEW New York, KFWB and KNX Los Angeles and WHB Kansas City, which may be purchased by any agency, station or other interested individual or organization for $15. The price of this audition record is well below the cost of an air-check of a single station, ordered individually, Mr. Adams noted.

Peace on Mars

KYW Cleveland, Ohio, has been told not to broadcast Orson Welles' *War of the Worlds*, the program that caused a certain amount of confusion when first broadcast on CBS in 1938. The program is issued on an LP phonograph record by Dauntless Enterprises subsidiary, Audio Rarities, New York. KYW was scheduled to play it May 2 at 8:30-9:30 p.m. but was told by the record people that they knew nothing about broadcasting rights.

A call to CBS didn't help either, so KYW has cancelled the program until it can clear up the legal aspects.

Victor plans film unit

Victor Muscat, president of Victor Industries Corp., Greenwich, Conn., announces formation of a company to purchase top feature film libraries for re-sale or rental to regional tv networks and stations. Called Victor Film Enterprises, the new subsidiary of Victor Industries will begin operations with a $2 million-fund.

Mr. Muscat, said to be the world's largest manufacturer of aluminum containers, expects to have some 26 feature films, available individually or in packages of 7, 13 or 26, by the end of 1960. He plans to arrange special 15- and 30-second trailers to help presell the pictures. When the films' stars are available, they are to be included in the promotional trailers. Headquarters of the new film division: 168 Mason St., Greenwich.

DISTAFF EMPHASIS
Women asked to help improve programming

Complacency was not an ingredient of the American Women in Radio & Television convention in New York April 30-May 3. A need for upgrading both the distaff role in broadcasting and the overall level of electronic programming was expressed time and time again.

First to voice the view that the ladies are limited by management in the scope of their radio-tv duties was Sen. John F. Kennedy (D-Mass.) at the opening banquet (April 30) when he came out for more news reporting by women (BROADCASTING, May 4).

Prevalent methods of advertising household products were given a good-naturedly boisterous going-over by radio-tv commentator Virginia Graham. She berated advertisers and agencies for using males and formal copy in household product commercials. Let women speak to women about products that only women really understand, Miss Graham urged.

Fannie Hurst, novelist and WNTA-TV Newark, N.J., commentator, thought that women should be more extensively represented in determination of type of programming. She would also like to see women performing more intellectual functions on the air, that is, taking part in discussion of ideas.

Sunnie Jennings, co-producer of the daily *Home Fare* show on WRGB-(TV) Schenectady, N.Y., let her colleagues in on some of the fresh program sources which have kept her well ahead of the managerial "axe" which she said falls so often on lady broadcasters. Operating on the premise that the female audience is no longer satisfied with recipes and chit-chat, she takes her movie camera all over the world, out to sea, up in the air, under water etc., in order to hold their interest.

Richard Pack, Westinghouse Broadcasting Co. programming vice president, suggested that less emphasis be placed on the male-female aspect of broadcasting. Said Mr. Pack, an audience of human beings will enjoy a program if the broadcaster, male or female, measures up in terms of personality. He advised the ladies to concentrate on doing just a good show, rather than a "woman's program." Follow Sunnie Jennings' example and find program sources outside the studio, Mr. Pack suggested.

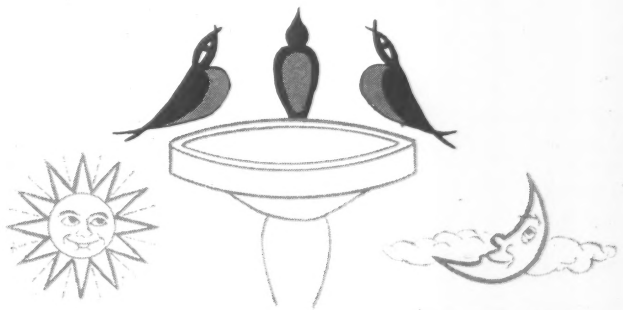
Uplift While Entertaining • In discussing the need for more culture and education in tv, Mildred Freed Alberg, former executive producer of

"spring song"

(ROCHESTER, N. Y.)

Words and Music by
Latest ARB Four Week Survey
of Metropolitan Rochester Area
January, February, 1959

12 out of the top 15
Rochester favorite shows



52.3%
Over-all share of Audience
Sign-on Sign-off

55.2%
6:00 p.m. to Midnight
Share of Audience

Help Yourself to the Big Share of the Rich Rochester Area

CHANNEL 10
WHEC-TV and WVET-TV
ROCHESTER, NEW YORK
Basic CBS

National Representatives
WVET-TV—BOLLING CO., INC.
WHEC-TV—EVERETT McKINNEY, INC.

the *Hallmark Hall of Fame*, and Don Jones, producer of the *Bell Science Series* were able to draw from their own experience examples of how the medium could uplift as well as entertain.

John P. Cunningham, chairman of the board, Cunningham & Walsh, agreed that more uplifting programming was needed. He pointed out, however, that manufacturers of package goods could not be expected to foot the bill. To survive the hectic competition they need a mass audience.

Mr. Cunningham sees television divided into three parts; entertainment, the only area in which it is sound business for package goods producers to advertise; culture, a good advertising medium for companies selling a service and seeking an improved corporate image, and education, an area which must be supported by the community.

He called for a network of educational stations which could raise the country's cultural level immensely because so many watch tv so intensely. A college degree would be available for all. He foresaw a time when this spread of enlightenment would make cultural programming more feasible for advertisers. Mr. Cunningham also expressed similar views at the annual IERT convention in Columbus, Ohio, last week (see page 50).

Richard D. Heffner of the Metropolitan Educational Television Assn., New York, agreed with Mr. Cunningham that educational programming is the job of the community. He doesn't think that education and entertainment can be successfully combined.

In addition to many other speakers, a legal session was moderated by NAB President Harold E. Fellows who was awarded an AWRT honorary citation. Also honored by the organization was Robert Swezey, general manager, WDSU-AM-TV New Orleans. These were the first such citations ever given by AWRT. The group named Eleanor Roosevelt an honorary life member.

TvB wants Pulitzer to recognize tv drama

Television Bureau of Advertising last Friday (May 8) called upon the Advisory Board on the Pulitzer Prizes to place tv in the category of awards. TvB's move followed the announcement of the Pulitzer Prizes for 1959 earlier in the week, with "no action" taken on a proposal by Robert Sarnoff, NBC president, to establish a Pulitzer category for television drama.

Norman E. Cash, TvB president wrote Dr. John Hohenberg, secretary of the Advisory Board on Pulitzer Prizes, that a category for tv "would be in keeping with the original purposes of the awards." The announcement from the Advisory Board had said that "It is the sense of the board that television drama is included in prizes currently available for tv," and Mr. Cash answered this point by saying:

"That other groups also award prizes is academic. Awards from many different sources are also given to outstanding dramas, musical compositions, and other categories recognized by the Pulitzer Prizes. The fact remains that a Pulitzer Prize for accomplishment in any medium is singular.

"I am certain that eventually the Pulitzer Prizes will be awarded to television and I earnestly hope that this overdue step will be taken in the near future."

NBC preferred to withhold comment on the Pulitzer Advisory Board's stand.

RTNDA revises awards program

The Radio Television News Directors Assn. last week overhauled its awards structure "to encourage superior reporting of socially significant community news" in broadcast media.

The RTNDA awards competition is sponsored jointly in collaboration with Northwestern U.'s Medill School of Journalism and intended as the counterpart of Pulitzer press journalism encomiums. Three categories for radio-tv were established: (1) editorializing, (2) reporting of community problems, and (3) reporting of spot news stories. The overhaul was announced by Prof. Baskett Mosse, Northwestern U. professor of journalism and chairman of the RTNDA-NU awards committee, in approval with RTNDA's board.

The reorganization of the awards competition followed closely on RTNDA criticism of "gimmerckery" and other devices in local newscast operations (BROADCASTING, May 11). In revised awards criteria, editorializing is redefined as an "expression of opinion by station management" on specific controversial issues in any given year. Reporting of community problems is measured in terms of "enterprise and thoroughness" for significant social impact.

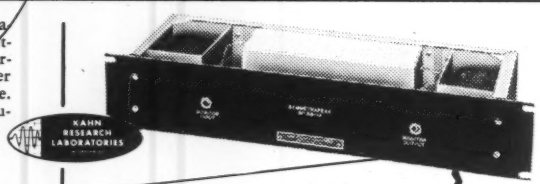
This year's RTNDA awards cover the period Sept. 1, 1958-Aug. 31, 1959 with six plaque winners. Requests for entry blanks should be directed to Prof. Mosse at the Medill School of Journalism, Evanston, Ill.

The new categories are:

Editorializing by radio/tv to the station which in the opinion of the judges

THESE STATIONS INCREASED COVERAGE WITH Symmetra-peak

A.M., F.M. and T.V. stations everywhere are getting greater voice coverage and improved limiter and AGC performance. Here's what some enthusiastic users say . . .



"after seeing and hearing this unit at WERE, Cleveland, we would like one as soon as possible" - WADC, Akron.

"We have recommended its (Symmetra-peak) use at all Westinghouse stations" - WIND, Chicago.

"With the use of Symmetra-peak, we find constant modulation regardless whether it is speech or music. We are very pleased" - WCLS, Columbus, Ga.

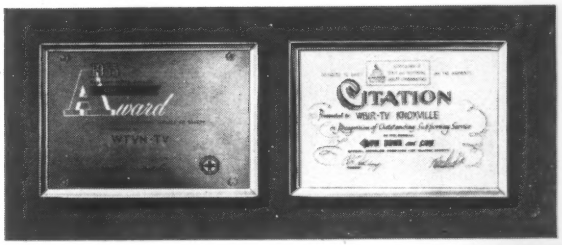
"We have completed our series of tests on your Model SP58-1A Symmetra-peak. . . we wish to thank you for making available a device of merit to AM broadcasting stations" - KVOO, Tulsa.

Others using Symmetra-peak include: WCBS, WOR, WINS, WMGM, Press Wireless, CFPA, KWJJ and RCA Communications (a list of approximately 200 Symmetra-peak equipped stations is available for your inspection).

For full information write or call Dept. B

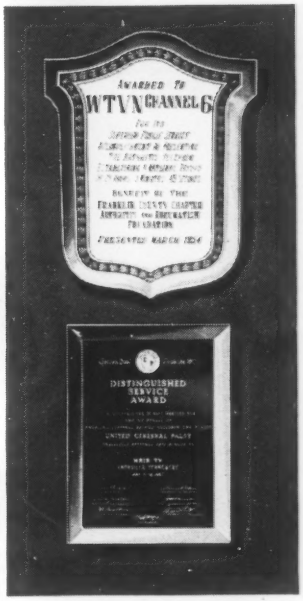
Price: $295.00 F.O.B., Freeport, N. Y.

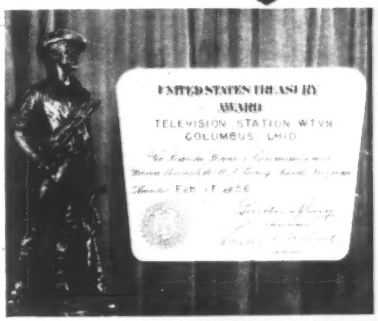
KAHN RESEARCH LABORATORIES, Inc.
22 Pine Street, Freeport, New York, FReeport 9-8800
Another first by the developers of Compatible Single Side-Band



this is

leadership





THE TAFT STATIONS . . . every year win an impressive number of awards for leadership in broadcasting and public service. This is leadership where it counts most. It is another reason why Taft Radio and Television Stations can guarantee larger and more responsive audiences for advertisers. This is why men whose business is selling products, put their advertising dollars in Taft Stations to get the best sales results.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

TAFT

the TAFT radio and television stations

WKRC-TV Cincinnati, O. · WKRC RADIO and FM · WTVN-TV Columbus, O. · WTVN RADIO and FM · WBIR-TV Knoxville, Tenn. · WBIR RADIO and FM · WBRC-TV Birmingham, Ala. · WBRC RADIO and FM · WKYT-TV* Lexington, Ky.

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

HIG HES T

says Cecil Trigg, Pres. & Gen. Mgr.

KOSA-TV

ODESSA, TEXAS

For heavy artillery against competition, station managers swear by Warner Bros. features for the highest ratings. As Cecil Trigg puts it:

"Warner Bros. features play a major part in giving us a sweep of afternoon ratings. Our 'Command Matinee' featuring Warner Bros. films has the highest cumulative daytime rating in the market . . . a whopping 26.3 ARB in November!"

KOSA-TV's enthusiasm for Warner Bros. features is echoed by stations everywhere. Hardboiled sponsors sign up again and again for these top rating films. Cut yourself a juicy slice of these profits. Call us today.

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

provided outstanding service and significant community leadership by taking an editorial stand on a specific controversial issue during the year. An editorial will be defined as an expression of opinion by the station management.

Reporting of community problems by radio/tv, to the station which in the opinion of the judges displayed enterprise and thoroughness in the reporting of a socially significant community problem during the year.

Reporting of an on-the-spot news story by radio/tv, to the station which in the opinion of the judges provided outstanding coverage, live or recorded, of a single news event during the year.

Mothers approve

Children's television programs have the general approval of 89% of the 1,201 women who voted in a survey by the National Audience Board, Beverly Hills, Calif.

Some of the criticisms noted on ballots were slapstick cartoons with an atmosphere of vulgarity, westerns' violence and the "tell Mommy to buy" approach of some commercials.

Captain Kangaroo proved the most popular show (117 votes) with the women contacted. *Mickey Mouse Club* (66 votes) was next.

• Program notes

• National Telefilm Assoc. International Inc., New York, has announced the sale of its new NTA International Package of 64 feature movies in 14 major markets during its first week of distribution. The stations are: WBBM-TV Chicago, WNAC-TV Boston, WFIL-TV Philadelphia, WNHC-TV New Haven-Hartford, KTNT Tacoma, WPST-TV Miami, WWL-TV New Orleans, WISH-TV Indianapolis, KPHO-TV Phoenix, WHYN-TV Springfield, Mass., KTHV (TV) Little Rock, WLBR-TV Lebanon-Harrisburg, Pa., WKTV (TV) Utica, N.Y., and KGLO-TV Mason City, Iowa.

• Dynamic Films Inc., film production firm, and International Film Distributors Inc., both New York, are offering a new tv sports package consisting of 26 half-hour films ready for immediate distribution, plus 26 additional films scheduled for fall release. The films cover the major auto races of recent years at Indianapolis, Darlington, Daytona Beach, Sebring, Watkins Glen, and Monza, Italy.

• International Transmissions, Inc., N.Y., reports that seven new stations have subscribed to ITI's "voiced" news service, raising total number of clients to 15. New subscribers are: KDAY Los Angeles, WHIL Boston, KWK St. Louis, WCAE Pittsburgh, WAIT Chicago, WLEE Richmond and WTAG Worcester. ITI also has arranged for coverage of the United Nations.

• NTA International, N.Y., reports the sale of its "NTA International Package" of feature films to WBBM-TV Chicago, WNAC-TV Boston, WFIL-TV Philadelphia, WNHC-TV New Haven, KTNT-TV Seattle-Tacoma, WPST-TV Miami, WWL-TV New Orleans, WISH-TV Indianapolis, KPHO-TV Phoenix, KTVH (TV) Little Rock, WKTV (TV) Utica, WHYN-TV Springfield, WLBR (TV) Lebanon-Harrisburg, Pa., and KGLO-TV Mason City, Iowa.

• Trans-Lux Television Corp., N.Y., has signed the Triangle Television Stations for its *Felix the Cat* animated film series, bringing number of markets covered to 12. Triangle outlets: WFIL-TV Philadelphia; WNBF-TV Binghamton, N.Y.; WNHC-TV New Haven; WFBG-TV Altoona, Pa.; KFRE-TV Fresno, Calif., and WLYH (TV) Lebanon, Pa.

• CBS Films Inc., New York, is offering *The Phil Silvers Show* for sale on a syndicated basis. The first package of 52 episodes will be available around mid-October. CBS Films considers the ebullient Sgt. Bilko's adventures its most promising off-network prospect for the coming season. *Silvers* is said to be the most expensive series, in terms of production, ever to be put into syndication. In all, there are 142 episodes.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV

May 11-15, 18-20 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

May 11-15, 18-20 (4-4:30 p.m.) **Truth or Consequences**, participating.

May 11, 18 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

May 12, 19 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

May 13, 20 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 13 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

May 14 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

May 14 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

May 15 (7:30-8 p.m.) **Northwest Passage**, sustaining.

May 15 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

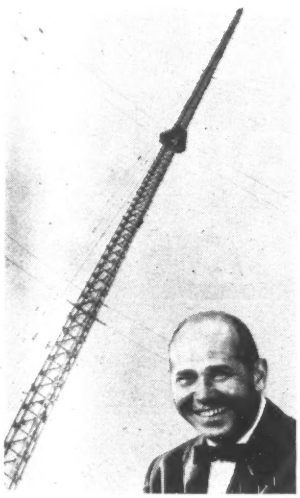
May 16 (8-9 p.m.) **Perry Como Show**, participating.

May 17 (7:30-8:30 p.m.) **Steve Allen Show**, Polaroid through Doyle, Dane & Bernbach.

May 17 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

"Our clearer signal is invited into hundreds of thousands of Detroit area homes like these" says John Pival, Vice-President of Television WXYZ, Inc., Detroit.

"The new 1,073′ taller tower by Dresser-Ideco helped improve our signal, broaden our market coverage."



John F. Pival, Vice-President, WXYZ, Inc., is another booster of Dresser-Ideco's new tower elevator. In fact, finding that their own elevator saved maintenance time and cost, and assured uninterrupted service, WXYZ-TV recommended a similar installation to WTOL-TV, Toledo. It was recently put into service.

"Now there are 1,879,500 families in our sales area" reports John F. Pival, WXYZ-TV Vice-President. "Our stronger signal, broadcast from the new tall-tower height of 1,073′, markedly improved signal quality and expanded our coverage area. Our grade B coverage now extends south to Toledo, west to Jackson, northwest to Flint, northeast to Port Huron. WXYZ-TV is a welcome guest in homes throughout our $8.1 billion retail sales market."

A taller tower by Dresser-Ideco can pay off for your station in these two ways. Your clearer signal wins greater audience loyalty . . . greater coverage expands your market area. Each of these gains attracts advertisers.

Dresser-Ideco is far and away the leader in tall towers. We've built more than half the 1000′-plus television towers in service today. That's in addition to hundreds of smaller towers for TV, radio and microwave communication. This experience saves you both time and money. John Pival reports, "Dresser-Ideco delivered our tower on schedule, everything was organized so that the entire job went along at a fast pace. There's no wiser investment than an experienced tower designer-builder." You, too, are assured of this money-saving, time-saving attention to detail when you work with Dresser-Ideco. Talk to your station equipment representative or write us direct. And ask for Tower Catalog T-57.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

DRESSER IDECO — ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-91
875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

58%

INCREASE

IN CINCINNATI METROPOLITAN AUDIENCE IN *ONE YEAR**

WCKY *Cincinnati*

* NIELSEN JAN. FEB. 1958 - JAN. FEB. 1959

IN CINCINNATI METROPOLITAN AUDIENCE IN

ONE YEAR

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

FATES & FORTUNES

Advertisers

• WALTER F. MUNFORD, executive vp-engineering and research, United States Steel Corp., elected president and chief administrative officer. He succeeds CLIFFORD F. HOOD, who reached retirement age. Mr. Hood will continue to serve as board and executive committee member.

• HERBERT L. BARNET elected chief executive officer of Pepsi-Cola Co., Dallas, by board of directors who abolished post of chairman formerly held by late Alfred N. Steele. JOAN CRAWFORD, widow of Mr. Steele, was elected company's first woman board member.

• HUNTER S. BELL, southeast regional manager for bottle sales, named vp and advertising manager, Coca-Cola Co., N.Y. Other Coca-Cola appointments: RALPH J. BARRY, national production manager, named vp; RAYMOND W. BOWLING, assistant treasurer, elected treasurer, and FILLMORE B. EISENBERG, also assistant treasurer, named controller.

MR. ESKRIDGE

MR. VINYARD

• ROBERT L. ESKRIDGE, assistant manager, advertising and promotion, Ralston Div., Ralston Purina Co., St. Louis, named manager, cereals advertising and promotion. RICHARD R. VINYARD, formerly regional account executive, D'Arcy Adv., Atlanta, joins Ralston as manager, Purina Dog Chow advertising and promotion, in St. Louis office.

• GRANT H. KEELER, assistant manager, Fels & Co. (soaps, detergents), N.Y., named advertising manager.

• PETER RIPPS, formerly vp of Ogilvy, Benson & Mather, N.Y., to Helena Rubinstein, that city, as director of marketing.

• JOHN L. BRICKER, formerly executive vp, Outdoor Adv., N.Y., to Colgate-Palmolive Co., that city, in executive capacity, corporate marketing, effective May 15.

• WILLIAM J. HORN, formerly advertising and sales promotion manager in appliance division of Philco Corp., Phila., to CBS phonograph department, N.Y., as advertising and merchandising manager.

• WALLACE T. DREW, formerly vp and account supervisor of Cunningham & Walsh, N.Y., to Coty Inc., that city, as vp in charge of marketing.

• KEITH D. FOWLER, formerly in sales and sales promotion department of Procter & Gamble, Cincinnati, appointed sales promotion manager of Anheuser-Busch, St. Louis. Mr. Fowler succeeds JAMES P. FABRICK, resigned to join Lynch & Hart Adv., St. Louis.

• F.E. (TED) TEETER, formerly salesman and assistant to president of Landau Outdoor Adv. Co., Phila., to Capital Airlines, Washington, as assistant to director of advertising.

• ARTHUR RAINER, formerly radio-tv-buyer of Foley's department store, Houston, appointed special account supervisor of Motorola Inc., Chicago.

Agencies

• JOHN A. KUNEAU, EDWARD MYER and JERRY STOLZOFF, all vps and account supervisors of Grey Adv., N.Y., elected members of board.

• REGINALD TWIGGS resigns as vp of McCann-Erickson and manager of its Los Angeles office effective May 31, because of what he termed "disagreement with agency's headquarters management" over operating policies.

• MORRIS T. SINGER elected vp in charge of production of Roche, Rickerd & Cleary, Chicago. He has been with company 31 years.

• JOHN S. MYERS, JR., vp and head of grocery products division, Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, joins Holland, Barta & Co., that city, as vp and consumer account supervisor.

• J. RAYMOND LENAHAN, vp, Grant Adv., N.Y., has announced his resignation, effective July 31.

• RAY G. RASNER, director of personnel of Grey Adv., N.Y., since 1957, named vp.

• E. GRAHAM NICKERSON, 54, vp and assistant to president of Compton Adv., N.Y., died May 2 in Bridgewater, Conn., following heart attack. He had been with agency since 1942.

• PAUL WALSH, formerly copy group head of Benton & Bowles, N.Y., to Compton Adv., that city, in similar capacity.

• ERN WESTMORE, tv and radio commentator-beauty consultant, author and Hollywood make-up artist for thirty

Winning duo

William Dollard, media account supervisor of Young & Rubicam, and William C. Dekker, vice president and director of media of McCann-Erickson, were honored last Thursday (May 7) in New York for "outstanding contributions to advertising" in the annual awards program sponsored by the Station Representatives Assn.

MR. DOLLARD

MR. DEKKER

Mr. Dekker was presented the annual Gold Key award, voted by SRA members to the advertising agency executive of the year, while Mr. Dollard won the Silver Nail award, voted the timebuyer of the year.

The Silver Nail award was presented the winner by Frank Silvernail, retired BBDO timebuyer and consultant to BROADCASTING. The Gold Key award was presented by H. Preston Peters, of Peters, Griffin, Woodward, president of SRA.

years, named creative director, radio-tv production of Product Services, N.Y.

• FRED BROITMAN, formerly media director of O'Neil, Larson & McMahon, Chicago, to Grant, Schwenck & Baker, that city, in similar capacity.

• RICHARD C. FICKEN, formerly production manager of Foulke Agency, Minneapolis, to Bozell & Jacobs, that city, in similar capacity.

• H. MILTON GURWITZ, formerly account supervisor of Mogul, Lewin, Williams & Saylor, N.Y., to Friend-Reiss, that city, as senior account supervisor.

• ROBERT STAMPLEMAN, head of radio-tv business department, of North Adv., N.Y., named account director.

• WILLIAM L. BALLARD, formerly vp and director of marketing, John W. Shaw, Chicago, to Ted Bates & Co., N.Y., as account executive.

• JOHN D. RICH, formerly sales manager of American Express Credit Card, N.Y., to C.J. LaRoche & Co., that city, as account executive.

• JACK B. HARWOOD to Taylor-Norsworthy, Dallas, as account executive.

• ROBERT L. RICHARDS, account executive in New York headquarters of Albert Frank Guenther Law, to Boston office in similar capacity.

• MARY JANE MERCOLA, formerly traffic manager of KHJ-TV Los Angeles, to Carl Falkenhainer Adv., that city, as timebuyer.

• MRS. RUTH KING, formerly in account service division, McCann-Erickson, N.Y., to Marschalk & Pratt (division of McCann-Erickson), that city, as administrative assistant.

• JACK LANDIS, formerly manager, research development, NBC, to J. Walter Thompson's research department, N.Y.

• JOSEPH A. EVANCHO, formerly in publicity department of J. L. Hudson Co., Detroit, to Detroit office of Cunningham & Walsh.

Networks

• JACK STUPPLER, manager of billings and payments, accounting department, CBS, N.Y., assumes newly-created post of sales service manager.

• ELVIS PRESLEY has signed exclusive contract with ABC-TV with first of series of one-a-year 60 to 90-minute tv special programs to be broadcast next spring, following singer's army release in March 1960.

Stations

• ALLEN H. SMITH, office manager and purchasing agent of KLOR-TV Provo, Utah, named station manager.

• SOL RADOFF, executive vp of WMIL-AM-FM Milwaukee, adds duties as station manager.

• E. MANNE RUSSO named general sales manager of WDAF-TV Kansas City, Mo. JAMES NECESSARY becomes assistant general manager of WDAF-TV in charge of local sales. DON GIBSON becomes director of national sales for WDAF while CLIFF ATKINSON continues as local sales manager for radio.

• EDWARD H. GRIGG, director of promotion, advertising and publicity of KFI Los Angeles, joins KLOK San Jose, Calif., on May 15 as Spanish sales manager and program director. He will also act as sales promotion manager of KLOK and will have his own Monday-Friday Spanish disc-jockey show. HERBERT E. JEPKO, formerly general manager of KDJI Holbrook, Ariz., succeeds Mr. Grigg as director of promotion and advertising of KFI; JUDITH LAWTON, assistant to Mr. Grigg, becomes director of public relations and publicity.

• ARTHUR CASEY, sales manager of KSD St. Louis past six years promoted to station manager. Other KSD appointments: EDGAR L. (BUZZ) FRANCISCUS sales rep, as local sales manager. STERLING HARKINS, chief announcer, as program manager, and LARRY WRIGHT, traffic checker, as traffic manager.

• BRUCE C. MCGORRILL, national sales manager of WCSH-TV Portland, Me., named general sales manager.

MR. PASCHALL

• WALTER PASCHALL, 48, director of promotion-publicity of WSB-AM-FM-TV Atlanta, Ga., died May 5 following heart attack while attending Civitan convention in Savannah, Ga. Mr. Paschall started with WSB Radio news in 1936, became news editor in 1940. He was made promotion director of *Atlanta Journal* stations in 1953.

• CHARLES G. BURKE, 56, 30-year veteran in radio and general manager of KXGO Fargo, N.D., died in Fargo May 4 after protracted illness. Mr. Burke was previously with WDAY Fargo, Free & Peters (now Peters Griffin Woodward) and WJR Detroit before joining KXGO

• CHARLES BELL, JR., formerly station manager of WHAY New Britain, to WHCT (TV) Hartford, both Connecticut, as executive assistant to general manager.

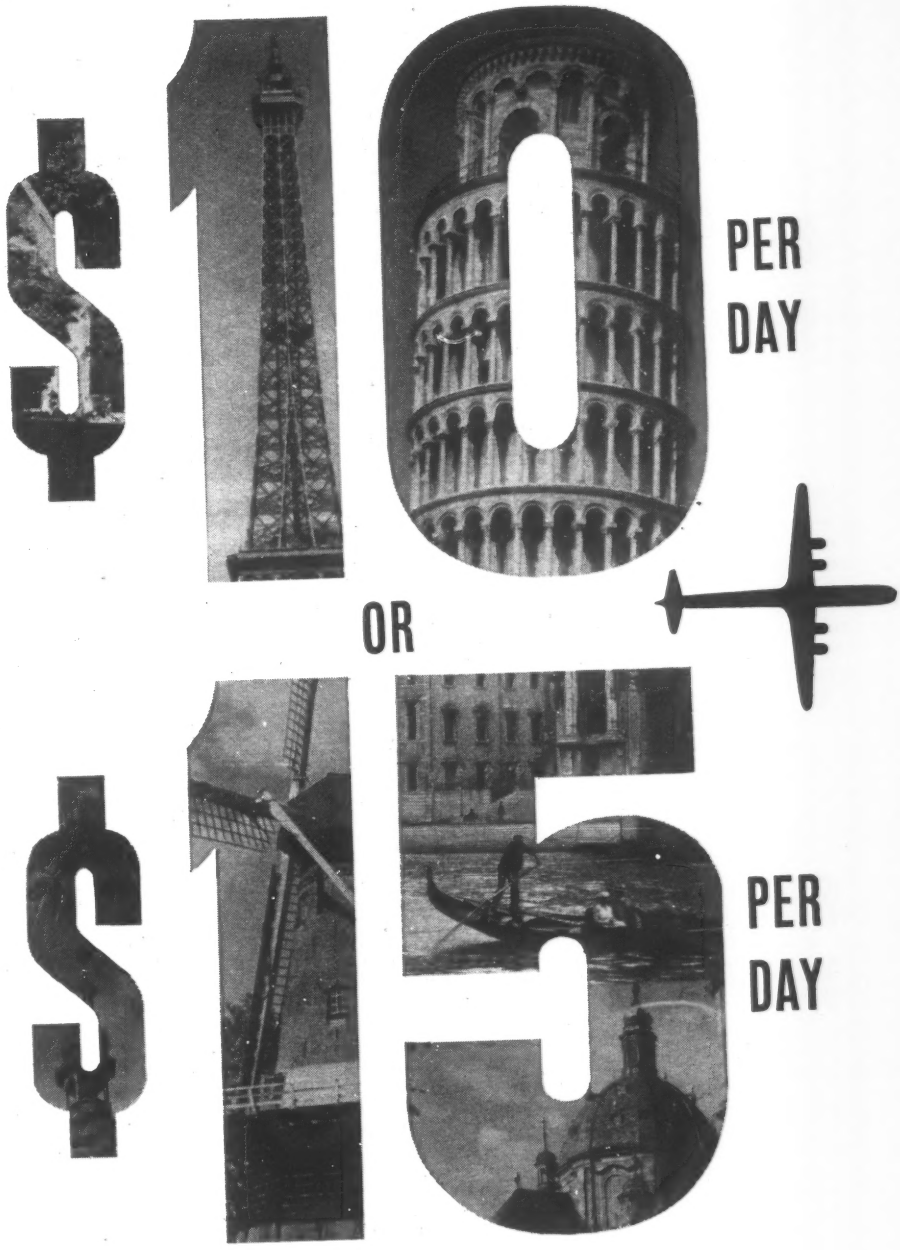
• EDWARD V. DENNEHY, office manager of WHK Cleveland, to WNEW New York as business manager.

• RICHARD B.W. HALL, 62, public service director of KLAC Los Angeles, owned by his son, Mortimer, died April 27 in Mt. Sinai Hospital, L.A.

• ROBERT L. OWENS, commercial manager of KVOX Moorhead, Minn., elected member of board and vp of KVOX Broadcasting Co.

• RUSSELL PORTERFIELD, formerly staff director, WRVA-TV Richmond, to WAVY-TV Norfolk-Portsmouth, Va., as production manager.

• W. LEE RODDY, general manager of KUTY Palmdale, Calif., named local sales manager of KEZY Anaheim, Calif. Other sales staff appointments are ROBERT WILMOT, sales manager of Screen Print & Plas-Tex, Santa Ana, to cover Santa Ana for KEZY; JACK BELL, dj and salesman of KACE Riverside, to cover Fullerton, Brea, Buena Park and Placentia; TOM COSGROVE, of Southern California Tire Dealer Assn., to cover



THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip Economy Class. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT-511
430 Park Avenue, New York 22, N. Y.

Please send me full information on
☐ "10-15" tours ☐ all other KLM tours.
Age: Over 18 ☐ Under 18 ☐

Name .....

Address .....

City ..... Zone... State.....

My Travel Agent is .....

40 years 1919-1959

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

Garden Grove, Westminster and Stanton; JEAN CORT SICKLER, formerly of *Costa Mesa Globe Herald & Pilot,* to cover Costa Mesa, Tustin, Orange and Beach cities.

• WILLIAM B. QUARTON elected president of WMT-TV Inc., Cedar Rapids, Iowa. Other new officers: MRS. HELEN MARK, vp and treasurer and MRS. HELEN HERMANN, secretary. LEW VAN NOSTRAND continues as vp in charge of sales and DOUGLAS B. GRANT as vp in charge of operations.

• JOHN C. COOPER JR., general manager of WJRD Tuscaloosa, elected president of Alabama Broadcasters Assn., succeeding WILLIAM A. MAPES, WOWL Florence. Other officers: WILLIAM S. BASKERVILLE JR., WKRG-AM-FM Mobile, vp for radio; RAY FURR, WAPI-TV Birmingham, vp for tv, and JESS JORDAN, WTBF Troy, secretary-treasurer. New board directors: W. H. POLLARD, WBHP Huntsville; BEN MCKINNON, WSGN Birmingham; BERI MOORE, WAMI Opp, and W. B. PAPE, WAIA Mobile. Mr. Mapes becomes director-at-large.

• MANNING SLATER resigns as vp and commercial executive of WICC Bridgeport, Conn., following station's sale to Connecticut-New York Broadcasters Inc.

• LARRY ROBERTS, formerly of KMEL Wenatchee, to KWIQ Moses Lake, both Washington, as station manager.

• HAL MOORE, program director, WNEW New York, resigns concurrent with turnover in management (BROADCASTING, May 4). He had been with station 13 years, also had served with KYW (now WRCV) and WCAU, both Philadelphia.

• PETE MCCAUSLAND, operations manager of WWL-TV New Orleans, to KENS-TV San Antonio in similar capacity.

Leading ladies • Named president-elect of American Women in Radio & Television is Esther Van Wagoner Tufty (top row center), owner and bureau chief of the Tufty News Bureau in Washington, D.C. Elected directors-at-large during AWRT's eighth annual convention in New York April 30-May 3: Helen Jensen (top left), consumer service director of Western Beet Sugar Producers, S.F.; Muriel Fox (top right), vice president in charge of radio-tv, Carl Byoir & Assoc., N.Y.; and bottom, left to right: Mary Pearl, director of home economics department, food division, Heublein Inc., Burlington, Vt., and broadcaster on several stations; Marion Annenberg, promotion director, WDSU-AM-TV New Orleans, and Lucile Bush, consumer education director of S.C. Johnson Co., Racine, Wis.

• HARRY HOLLAND, formerly of KJAX Santa Rosa, Calif., to KENS San Antonio as program director, HAL NORMAN, air personality of KBAB (now KDEO) San Diego, to KENS in similar capacity.

• WILLIAM G. MULVEY, formerly program director of WFBG-TV Altoona, Pa., to WNHC-TV New Haven, Conn., in similar capacity.

• LARRY BURROUGHS, chief announcer of KPHO Phoenix, Ariz., named program director.

• MIRA MIRAGOS, secretary in sales department of WSTV-TV Steubenville, Ohio, named continuity director.

• IRWIN SPIEGEL, formerly sales service manager, WMGM New York, to WNTA-TV Newark as director of on-the-air promotions.

• BILL ENIS, program director of KLIF Dallas, to same post at KLX Oakland, Calif., providing FCC approves transfer of station license to Crowell-Collier Publishing Co.

• JACK CLEMENTS, WRVA-AM-FM Richmond, elected president of Virginia Associated Press Broadcasters, succeeding LEO HOARTY, WBOF Virginia Beach. Other officers: WILLIAM SANDEFUR, WMNA Gretna, vp; WIP ROBINSON, WSVA-AM-FM Harrisonburg, treasurer, and FRANK H. FULLER, Richmond bureau chief of AP, secretary. Directors: Mr. Hoarty; CHARLES BLACKLEY, WTON Staunton, and SALLY WHITLOCK, WEVA Emporia.

• PAGE HELDENBRAND, formerly in advertising and promotion departments, ABC, N.Y., to WMGM, that city, as copy chief.

• GERRIE MCKENNA, formerly assistant to president of Westinghouse Broadcasting Co., N.Y., to Concert Network Inc., that city, as assistant to president.

• GISELDA IVONE, continuity director of WKRC-TV Cincinnati, promoted to traffic manager. MERRI ANN LAUTERWASSER to continuity director.

"ANATOMY OF SOVIET COMMUNISM"

The *First* Comprehensive Documentary Radio Series (thirteen 25-minute segments) analyzing events in the Soviet Union since the Communists' takeover in 1917.

Recently broadcast by the Mutual Network, this authoritative primer on the Communist experiment is now available at cost to stations (exclusive in your area), schools, discussion groups, and other interested organizations. Format permits commercial sponsorship.

Series features actual voices of Lenin, Stalin, Khrushchev, and other Soviet leaders as well as former Soviet students, workers, scientists, concentration camp inmates, and others. Another continuing feature: Radio Moscow broadcasts monitored by this program's special listening post on the U.S.S.R. Produced and narrated by Robert Cody for The Institute of Study of the U.S.S.R., a leading body of former Soviet scholars exiled from the U.S.S.R.

Ben Gross, New York *Daily News: "Anyone who wishes to know what Soviet Russia is like today . . . ought, by all means, tune in . . . I recommend it highly as both interesting and informative listening."*

BROADCASTING: *". . . highly informative . . . outlines twists and turns of Soviet foreign policy . . ."*

For further details, write or wire

Robert Cody, Institute for Study of the U.S.S.R.

1657 Broadway, New York 19, New York

• STAN WALKER promoted from crew chief to director of KVOO-TV Tulsa. RUSSELL GENTRY and JERRY TINER made crew chiefs.

• DON MITCHELL, formerly news director of KGYW Vallejo and KSRO Santa Rosa, to KIDD Monterey, all California, as head of local news department.

• BILL SINGER, formerly of WTNJ, to WTTM, both Trenton, N.J., as late night sports editor.

• BILL REED, sportscaster of KHOW Denver, promoted to sports director.

• ROBERT W. BACON, free lance radio writer-producer, joins WDRC Hartford, Conn., as traffic manager.

• ORION SAMUELSON appointed farm service director of WBAY-TV Green Bay, Wis., effective May 18. LES STURMER continues as associate farm director.

• BILL MARSHALL, formerly program director and assistant station manager of KCRC Enid, Okla., to KOMA Oklahoma City as local salesman.

• FRANK COPE, who joined KJBS San Francisco in 1929, leaves station to join KSFO, that city, as host of nightly program, *Mel's Nightcap Show*.

• FRANK R. HUNT JR. shifts from WTCN-TV to WTCN Minneapolis-St. Paul sales staff.

• BILL BEAL, formerly air personality of WIMA-AM-FM-TV Lima, Ohio, to WGL Ft. Wayne, Ind., in similar capacity.

• BOB COLE to WMRC Milford, Mass., as air personality.

• BOB RUSSELL, formerly of WFAM-TV Lafayette, Ind., and JOHN DOUGLAS, formerly of WASK Lafayette, join WPTA (TV) Ft. Wayne, Ind., as producer-announcers.

• CHRIS CONDON, news director of KVOO-TV Tulsa, to WDAF-AM-TV Kansas City as newscaster.

• GENE MICHAEL, formerly of WBNS-AM-FM and WCOL-AM-FM, both Columbus, Ohio, to WHBC-AM-FM Canton, Ohio, as announcer.

• CHUBBY JACKSON, formerly host of *Little Rascals*, on WBKB (TV) Chicago, to WABC-TV New York where he will host same series.

• PAT WEBSTER, formerly air personality of WDSR Lake City, Fla., to WCGO Chicago Heights, Ill., in similar capacity.

Representatives

• FRANCIS S. MANGAN, promoted from account executive to manager of NBC-TV Spot Sales, Central Div. Prior to 1955 he was with Katz Agency, Chicago, station representative firm.

• DONALD M. ROSS, former sales manager, KNX Los Angeles, appointed manager of new Los Angeles office of Robert E. Eastman Co., located at 1680 North Vine St., Hollywood 28. Assisting Mr. Ross is JOHN A. THACKABERRY, formerly account executive of Heintz & Co., L.A.

• HARRY DINER, formerly sales account executive, KPIX (TV) San Francisco, to Television Adv. Representatives as that city's sales manager.

• ROBERT L. BRYAN, formerly account executive, George P. Hollingbery Co., N.Y., and JOHN W. DOSCHER, formerly account executive of John Blair & Co., N.Y., to Television Adv. Representatives, that city, in similar capacities. DOUGLAS L. YATES, formerly account executive, CBS Radio Spot Sales, N.Y., also to TvAR in similar capacity.

• LANE E. WEISS, formerly associated in national sales department, *Tv Guide*, S.F., to Forjoe & Co., that city, as account executive.

• OWEN D. ELLIOTT, formerly of sales staff, WFAA Dallas, to Branham Co., that city, as radio & tv account executive. ROBERT MAGGIORE, account executive, Branham & Co., Chicago, to Los Angeles office in similar capacity.

Programming

• WALTER MIRISCH, elected president of Screen Producers Guild. Other new officers are J. LIAN BLAUSTEIN, first vp; DAVID WEISBART, second vp; LOU EDELMAN, third vp; AUBREY SCHENCK, secretary; PANDRO S. BERMAN, treasurer; FRANK P. ROSENBERG, first assistant treasurer; MILTON SPERLING, second assistant treasurer.

MR. GROSS

• ARTHUR GROSS, formerly supervisor, foreign and domestic sales, and assistant to president, Guild Films, N.Y., to Flamingo Telefilm sales, that city, as vp in charge of syndicated sales, effective June 1.

• SUMNER J. LYON, formerly radio-tv director of Morse International, N.Y., appointed vp and creative director of John Colburn Assoc. (film studio), Wilmette, Ill.

• ANTHONY (BOB) HENNIG, formerly director of live operations of NBC, appointed vp in charge of video tape and closed circuit operations of Sports Network Inc., N.Y.

• JAMES L. HERMAN, specialist in public relations productions, elevated to vp of Atlas Film Corp., Chicago, tv and motion picture firm.

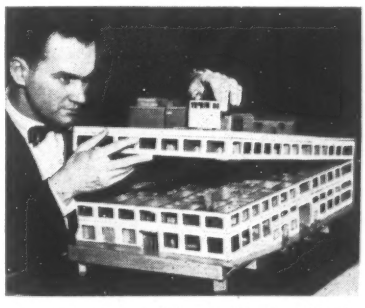
MR. MORRISON

• DICK MORRISON, formerly general manager of KBOX Dallas, named general sales manager of Commercial Recording Corp., Dallas musical advertising producer. Other CRC appointments: BOB FARRAR, formerly of KENS-TV San Antonio, as vp and TOM LOY, promoted to chief engineer.

• BEN HALPERN, in publicity department, United Artists Television, N.Y., since 1954, named promotion manager.

• HARRY HOLT, previously producer and creative director of Sarra Inc., Chicago, to Lewis & Martin Films, that city, as creative director.

• MISS KIT TYSON, formerly associate of Naomi Duff Smith Public Relations, Baltimore, joins Henry Otto Enterprises



A perfect model • Ellis I. Shook, producer-director of WDBJ-TV Roanoke, Va., lowers the roof on his scale model of the *Roanoke Times-World* building (WDBJ-AM-FM-TV). The model is a scale of one-eighth inch to a foot, made of balsa wood and other materials costing roughly $20. Production time: 2000 hours. Every window and doorway of the Times-World Bldg. is included plus key equipment like tv cameras, booms, audio consoles and newspaper presses. The above model is the third for Mr. Shook, who has also built miniatures of WISH-TV Indianapolis (where he was a director) and now dark WIFE (TV) Dayton.

(tv-radio productions), that city, as associate producer.

• HAP COPELAND, formerly International News Service business representative, Dallas, to World Wide Information Services, similar capacity, Texas area. Other World Wide business rep. appointments: EDWIN ALBERTSON, San Francisco area, and GORDON LAW, Colorado market area.

• DONALD W. LLOYD joins Marvin Becker Films, San Francisco tv-motion picture film producer, as sales rep.

• JAMES H. MCCORMICK, manager of CBS Films Inc.'s Atlanta Office, named account supervisor in New York.

• ROBERT BERMAN, president of Magna Film Production, Watertown, Mass., appointed member of board, Communication Productions, N.Y.

• JEFFREY SAYRE elected president of Screen Extras Guild for coming year. Other officers: PAUL CRISTO, first vp; TEX BRODUS, second vp; PAUL BRADLEY, third vp; KENNER G. KEMP, treasurer; BESS FLOWERS, recording secretary.

• DICK SEXTY, traffic and bookings manager of Radio Recorders, Hollywood, appointed sales manager. JOSEPHINE BEVILACQUE, succeeds Mr. Sexty as traffic manager. JAMES MCKENZIE, who continues as manager of company's Sunset-Highland division, will also serve as night manager of main studios. HARLAN HARKER transfers from night supervisor to daytime operations, working with sales department.

• EDWARD SULLIVAN, formerly account executive of Campbell-Ewald's Detroit office, elected vp of Compass Productions N.Y. Other appointments: ROBERT HARTUNG, formerly associate producer, *Hallmark Hall of Fame*, as associate producer and director; SYBIL TRUBIN as executive assistant to Mr. Schaefer and supervisor of casting; GORDON R. WYNNE, JR., attorney, as production coordinator and story editor, and JOAN H. FRANK as production associate.

Equipment & Engineering

• RICHARD W. LEE, vp of engineering and research, General Precision Lab, Pleasantville, N.Y., elected president, succeeding JAMES W. MURRAY, chairman and chief executive officer of GPL's parent company, General Precision Equipment Corp. Other GPL appointments: WILLIAM P. HILLIARD, vp and general manager, and WILLIAM J. TULL, vp of avionic engineering and sales.

• DR. ROBERT ADLER, associate research director of Zenith Radio Corp., Chicago, elected vp. He is credited, among other contributions, with development of wide-band, low-noise, high-gain amplifier tube for use in uhf and microwave receivers.

• L. A. MILLER, formerly staff and consulting engineer of Standard Oil Co. (Indiana), appointed marketing director of Central Scientific Co., Chicago.

• PETER ONNIGIAN leaves as chief engineer of KBET-TV Sacramento, Calif., to devote himself full-time to Jampro Antenna Co., Sacramento, and associate company, Sacramento Industrial Tv Corp., (wireless microphones, electronic products).

• CAPT. ROBERT B. CONAUGHTY (USN-ret.), formerly commanding officer of U.S. Naval Communication Station, Norfolk, Va., to Page Communications Engineers, Washington, as manager of European operations.

• AUREL G. PETRASEK, manager, merchandising, receiving tubes, RCA Electron Tube Div., Harrison, N.J., named manager, industrial tube department.

• MARTIN MINNEY, partner in San Francisco law firm, Heller, Ehrman, White & McAuliffe, appointed vp and general counsel of Ampex Corp., Redwood City, Calif.

Allied Fields

• STAFFORD CLARK, director of advertising-publicity of McCadden Productions, has joined Pat McDermott Inc., public relations firm, in charge of client relations for both Los Angeles and New York offices. RICHARD K. BELLAMY, formerly director of publicity of Benton & Bowles and Kenyon & Eckhardt, appointed director of publicity of Pat McDermott.

• WILLIAM A. ULMAN resigns as account representative and vp of Communications Counselors, Washington, D.C., public relations affiliate of McCann-Erickson, to open Institute of World Travel (pr and research firm) in Washington. PAUL M. DOUGLAS, manager of CCI, Cleveland, Ohio office, named to succeed Mr. Ulman, and Mrs. PEG TRIPPEL, named public relations account representative and assistant to Mr. Douglas.

International

MR. GOLICK

• PETER GOLICK, formerly vp and member of board, Ronald Advertising Ltd., Montreal, to Grey Adv., same location, as vp and general manager.

• R.A. STEVENSON to radio-tv director of Spitzer & Mills Ltd., Toronto, Ont., advertising agency.

MR. MCGILL

• J.J. MCGILL, advertising manager of Imperial Tobacco Co. of Canada, Montreal, Que., elected president of Assn. of Canadian Advertisers, succeeding H.E. WHITEHEAD, Kimberly-Clark Canada Ltd., Toronto. J.C. MILLER, Ford Motor Co. of Canada, Toronto, elected executive vp.

• Other ACA officers elected: A.B. YEATES, Prudential Insurance of America, Toronto, vp-treasurer; E.T. GATER, Sterling Drug Mfg. Ltd., Aurora, Ont.; J.W. COOK, Shawinigan Water & Power Co., Montreal; K.J. FARTHING, Canadian Westinghouse Co. Ltd., Hamilton, Ont.; P.J. MCGINNIS, Bell Telephone Co. of Canada, Montreal, and E.J. COLEMAN, Kraft Foods Ltd., Montreal, all vps. B.E. LEGATE, Toronto, re-elected general manager and secretary.

CORRECTION

Size price listed in our Symmetra-peak ad appearing in the May 4, 1959 issue of BROADCASTING was in error.

The correct price is $295. FOB factory as shown in our current ad on page 84.

KAHN RESEARCH LABORATORIES, Inc.
22 Pine Street, Freeport, New York

RCA'S BEST FIRST QUARTER

Company reports highest sales, profits as result of new diversification policy

Sales and earnings of RCA for the first quarter of 1959 were the highest in the company's 40-year history, President John L. Burns announced last week.

He told stockholders at the annual meeting that sales totaled $321,816,000 as against $278,339,999 in the first quarter of 1958—a gain of 16%.

He reported net profits after taxes at $12,931,000 as compared to $9,004,000 in 1958's first quarter. This is a gain of 44% over the same period a year before. Earnings were placed at 88 cents a share on the 13.8 million shares outstanding, as compared to 59 cents a year ago.

Brig. Gen. David Sarnoff, RCA board chairman, "took the opportunity" to say, in response to questions, that NBC is not for sale. He had emphatically made the same statement to BROADCASTING last month (CLOSED CIRCUIT, April 6).

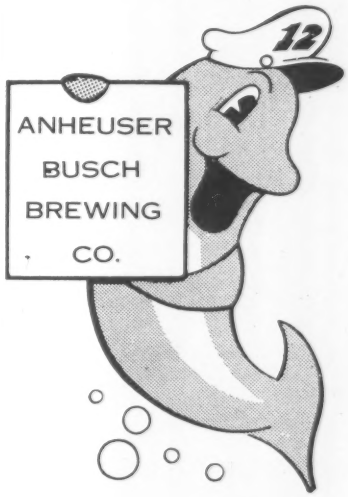
Record Set • President Burns said sales and earnings in the first quarter were the highest, for a first quarter, in RCA history. "Barring some wholly unforeseen setback to our national economy, we anticipate total sales for the year [1959] well in excess of the $1,176,094,000 figure for 1958." He also looked to a net profit ahead of last year's $30,942,000.

RCA, Mr. Burns said, "is rapidly taking on a new image"—an image "of a corporation richly diversified in its income-producing operations, as compared to one that only a short time ago

From the labs • Brig. Gen. David Sarnoff, RCA chairman (l), holds to his ear a miniature radio set equipped with a tuner and speaker. John L. Burns, RCA president, holds what RCA said was a television tape recorder designed to store images in a satellite in space. These were among the technical developments displayed in connection with the RCA annual stockholders meeting last week.

TAX DEDUCTIBLE
Gift to Catholic Seminary
new or used
250 or 1,000 watt transmitter
for educational radio station at Catholic Seminary. If you have one and would like to contribute it, please write: Box 821K BROADCASTING

"JAXIE" Salutes
BUDWEISER



The Anheuser-Busch Brewing Company has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Budweiser is sponsoring "Flight", from 7:30 to 8:00 PM on Thursdays, and this fine show—combined with WFGA-TV programming—will provide top selling power for the Anheuser-Busch Brewing Company.

"Jaxie" is proud to have Budweiser and the D'Arcy advertising agency on its growing list of prestige advertisers.

NBC and ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13

THINGS BEGIN TO HAPPEN
IN WESTERN MONTANA

BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.

and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK

THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made*
PROVES
the
Denver Metropolitan Group
of Intermountain Network Stations
KIMN-KYSN-KGHF
DENVER COLORADO SPRINGS PUEBLO
IS
DOMINANT ALL DAY
IN
THIS GREAT
INTER-URBIA
*45 MARKETS, 7 STATES
Get Your Copy From Your Avery-Knodel man

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

derived its earnings primarily from the field of entertainment."

New Image • In delineating the "new picture of RCA," Mr. Burns noted that the company is contributing to 200 defense projects, with its defense sales running possibly $100 million ahead of last year's $300 million, and with orders on hand for 25 of its new RCA 501 electronic data processing systems. In addition, he said, RCA is "intensifying its efforts in the home entertainment field, especially in stereophonic sound, broadcasting and color television."

Mr. Burns also reported that NBC's first-quarter billings were ahead of those for the same period last year and that advertisers have been making "unusually early commitments" for sponsorships next fall. NBC, he said, has "lined up a majority of the automotive industry's television billings" for the fall season.

NBC Radio made a 15% gain in billings in 1958 and NBC-owned radio and television stations boosted their revenues by 8% "to achieve their most properous year." He made no direct reference to billings by the NBC television network.

NBC Chairman Robert Sarnoff, in response to questions, said NBC-TV expects to be sold out for fall, that its fall sales already are ahead of last year's and that NBC Radio's losses now are "manageable."

President Burns said "RCA is rapidly approaching the point where it will begin earning a profit on its color investment," and that "over the next several years we expect this profit to mount up."

Interruptions • Barney Young and Gloria Parker, who have separate suits against the networks, were shouted down in early efforts to get the floor. John Cahill, RCA counsel, charged at one point that Mr. Young was "a publicity seeker." He said that "they want to sell their music to us and we don't want to buy it—that's what it comes down to." In another interlude Miss Parker took a slap at another stockholder who she claimed had called her a "tramp."

A tribute to Gen. Sarnoff capped President Burns' report. "No man," he said, "has contributed more outstandingly or with greater effectiveness. . . . For more than a half-century he has uniquely combined the vision to foresee opportunities with the ability to translate them into practical realities. His contributions to our company—and to our nation in war and in peace—have been broad in scope, eminent in quality and lasting in significance," the tribute stated.

Eastman-Kodak shows improved color film

In a simultaneous three-city preview, Eastman Kodak Co., Rochester, N.Y., last Tuesday (May 5) demonstrated advantages of its new high speed 35mm color negative motion picture film, Type 5250. Delegates to the Society of Motion Picture & Television Engineers' convention in Miami Beach were told the Type 5250 will provide "new artistic freedom and major economic advantages for producers who are shooting color now with an eye towards future color tv re-runs and residual income overseas."

The new color film, which will be available commercially in July, is said to have twice the speed of Eastman's present color negative film, but without increase of graininess over present materials. Lower light conditions are made possible, permitting savings in costs. Smaller lens apertures may be used which gives more control over depth of field. With lower production costs possible, the new film is expected to encourage more tv film package producers to shoot original footage in color. Added profit potential comes from anticipated tv re-runs in color, according to the company.

Radio-tv manufacture rises in 1st quarter

First quarter production of radio receivers rose sharply and tv output exceeded the same period a year ago, according to Electronic Industries Assn.

A total of 3,597, 676 radios, including 1,363,822 auto sets, came off the lines in the quarter compared to 2,604,244 radios, including 853,035 auto sets, in the same 1958 period. Fm radio sets totaled 32,994 in March, 29,145 in February and 30,235 in January, or 92,374 fm sets during the quarter. FM data are not available for the first part of 1958.

Tv output totaled 437,026 in January, 459,492 in February and 494,032 in March, or 1,390,550 in the first quarter compared to 1,221,299 in the same 1958 quarter. Tv sets with uhf tuners totaled 32,112 in March, 34,678 in February and 35,841 in January, or 102,631 uhf sets in the first quarter.

EIA reported radio sales were up in March whereas tv sales showed a decline. Radio sales totaled 1,690,941 during the first quarter of 1959 compared to 1,324,283 in the same 1958 period. Retail sales do not include auto radios.

Tv sales totaled 1,375,626 during the first quarter of 1959 compared to 1,446,969 in the same 1958 period.

New Ampex • Charles P. Ginsburg (l), video engineering manager, Ampex Corp., Redwood City, Calif., and Neal K. McNaughten, Professional Products Div. manager, inspect the company's new Model VR-1000B Videotape recorder (AT DEADLINE, May 4). VR-1000B will be delivered starting in June, sells for $52,950. Innovations include guaranteed signal-to-noise ratio of 36 db, faster tape start (two seconds), automatic brake release to aid threading and splicing, and tape playback speed control to permit two recorders to be lip-synchronized or to synchronize with an external audio recorder. Seven design modifications simplify maintenance and set-up procedures. Tapes are interchangeable with the earlier VR-1000 recorder.

Gates sales helpful to Harris-Intertype

Harris-Intertype Corp. had a very healthy 1958—$58 million in sales, thanks partly to its electronics arm, Gates Radio Co.—and is shooting for the $100 million mark within five years. That was the word Wednesday from George S. Dively, H-I president and board chairman, in a speech before the Cleveland (Ohio) Society of Security Analysts.

He reported parent company third quarter earnings (ended March 31) of $3,235,797 ($2.97 per share) compared with $2,030,164 ($0.75 a share) a year ago. Cleveland-headquartered H-I makes equipment and supplies for the publishing industry and acquired Gates in late 1957. Commercial broadcasting equipment now accounts for about 10% of its sales, Mr. Dively revealed. Gates is having the best year in 37 years in sales and profits, he reported. At the same time Gates acknowledged appointment of Sander Rotkin Adv., Chicago, to handle its advertising account.

Continuing its diversification and acquisition program, Mr. Dively said H-I is directing its "most active discussions [toward] possible acquisitions in communications and related areas of the electronics field."

• Technical topics

• Like Admiral and Zenith Radio Corp. (BROADCASTING, May 4), Motorola's sales and earnings spiraled during the first quarter of 1959. The financial report, delivered to shareholders last Monday, showed sales up 56% over the same period last year—from $40,894,492 to $63,653,184. Earnings four times greater—from $677,782 (35 cents per share) to $2,616,427 ($1.35 a share). Reasons for the sharp upturn: (1) increased acceptance of car radios and other consumer products; (2) cost reduction efforts.

• Rohn Manufacturing Co., Peoria, Ill., has introduced No. 50 Tower for heavy-duty communication use, recommended for extreme windloading and height requirements. The tower is available in heights up to 450 ft. for mounting antennas for microwave, radio communications, tv reception, amateur uses and others. Engineering data and prices available from Rohn, 116 Limestone, Bellevue, Peoria, Ill.

CHET THOMAS

General Manager, KXOK, St. Louis, and a pioneer radio executive, graciously composed this endorsement:

CHET THOMAS

Dear Jock:

We want you to know that we are highly pleased with your news service. Particularly are we pleased with the coverage you and your staff give to news coverage from Washington. In our opinion, our listeners are more interested in news from the nation's capital than they are of events overseas. Washington is your "beat" and you do an exceptionally good job of covering it.

The KXOK Washington News Bureau is a vitally important factor in the overall news coverage of this radio station. Congratulations to you and your associates on a job well done for the past two years.

Your listeners accept Jock as your employee, managing your new Washington newsroom. Thus you beef-up your newscasts—sell more newscasts.

BEEPER OR AIR-MAIL-SPECIAL TAPE —EVERY STORY EXCLUSIVE—NO REHASHES—AND MORE THAN HALF OF THE REPORTS INCLUDE THE VOICES OF THE NEWSMAKERS.

WASHINGTON CORRESPONDENT

JOCK LAURENCE

Gives your call-letters and sponsor identifications; and, because of volume clientele, his fees are lower than those of his new competitors.

For a free, tailored audition, write to Jock at 1701 16th St., N.W., Washington, D. C., Suite 715.

BRITISH TV
Program contractors round profit corner

Commercial television in Great Britain is prospering. The various contractor companies, while serving their own areas and contributing to a general program pool, have converted early losses into huge profits. This is detailed in a series of four articles on the Independent Television Authority and its program contractors written for the British Information Services, New York.

Writer of the first three articles—"General Set-up," "Financial Side" and "Programs"—was L. Marsland Gander, tv and radio correspondent of *The Daily Telegraph*, London. The final part, "Tv for Children," was prepared by Mary Field, consultant on children's programs for Associated Television Ltd. and ABC Television which is owned by the Associated British Picture Corp.

"The most remarkable reversal of fortune," according to Mr. Gander, "is that of Associated-Rediffusion Ltd., contractor company for Monday through Friday programs in London. Two years ago the company . . . had losses of 3.5 million pounds ($9.8 million). For 1957-58 its trading profits amounted to 5.1 million pounds ($14,280,000)."

Following closely behind was Associated Television Ltd., contractor for weekend programs in London, which showed profits last year of more than 5 million pounds ($14 million). Also said to be "happily prosperous" are: ABC Television Ltd. (midland and northern weekend programs); Granada Television Ltd. (Manchester); Southern Television Ltd. (southern counties between London and the south coast); Scottish Television Ltd.; Television Wales and West Ltd., and Tyne-Tees Ltd. (northeast England).

SATURDAY GIRLS IN ATV'S WEEKLY SPECTACULAR
Multiple camera positions, extensive production utilized

In 1958 the gross income of tv advertising was 50 million pounds ($140 million) or one-tenth of Britain's total ad revenue. Deducted from this were agency fees of 15% and another 15% for price reductions to constant advertisers in the medium. At peak viewing hours in London, the top charge is 1,250 pounds ($3,500) per minute.

Program Balance Improves • In Britain there is no direct sponsorship of programs by commercial firms. Editorial control of programs is held by the contractors. Emphasis is still on "light-hearted fare," but the ITA commented in its last annual report that there has been "significant progress towards achieving proper balance."

The majority of programs, Mr. Gander reports, consists of variety shows with British and American artists. Although American film series are popular, "the play's the thing," Mr. Gander says, as the contractors have achieved outstanding successes with drama. Three hour-long plays are presented each week. Plays by Ibsen, Shaw and O'Neill, as well as original plays specially written for tv, have been performed.

Two 15-minute news shows daily are supplied by Independent Television News, a separate company formed by the contractors and supplying news to them all. It also produces an interview program, *Tell the People*, in which political leaders are quizzed, and *Roving Reporter*, which covers foreign events with film illustrations. Currently there are five network public affairs programs. They are: *Free Speech*, political debates; the British version of *Youth Wants to Know; Under Fire*, which submits public figures in London to a barrage from questioners in Manchester; *This Week*, a news roundup, and *What the Papers Say*, an analysis of news and opinion in the newspapers.

Children's Tv Fare • In a typical week approximately four and one-half hours are devoted to school programs, all produced by Associated-Rediffusion and networked to all regions except the North of England. An additional five and one-half hours consist of cartoons, quiz shows, sports, wildlife stories and several serial films from various sources.

Children's program producers, Miss Field says, have been helped by the Society of Film Teachers, a voluntary association of young teachers who encourage film appreciation among their classes and who are turning their attention to training in tv appreciation. The children's advisory committee of the ITA, headed by Sir John Wolfenden, vice-chancellor of the U. of Read-

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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

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ing, advises the ITA on quality and scope of its children's programs. The contractors also have their own committee, but there is no official liaison between the two groups.

Schwerin issues call for 'bold creativity'

"Only those advertisers daring enough to be boldly creative, both in new product concepts and in how they employ the television medium, will survive the next decade," Horace S. Schwerin of Schwerin Research Corp., stated at the 44th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 5.

Schwerin told some 2,000 Canadian advertisers and agency executives that his statement was based on surveys made by his firm in Canada, the United States and Great Britain. In Canada, Schwerin tests for English-language commercials in Toronto and for French-language commercials in Montreal.

He pointed out that his research has shown "that the overall effectiveness of commercials is declining, that the overriding fact to emerge from this survey was an unmistakable drift toward mediocrity" in the past three years. He listed as causes of the decline, viewer resistance, competitors using the same advertising ideas, increased brand competition, and abuse of certain basic advertising techniques.

Schwerin stated that research has shown that in our very competitive economy "creativity is not just one of the alternate paths to the promised land. It is the price of survival itself."

Radio and television were high on the agenda of the three-day ACA meeting, May 4-6, which dealt with the theme "Creativity: Mass Marketing Magic." Patrick J. Robinson, co-ordinator of marketing research of Imperial Oil Ltd., Toronto, dealt with broadcast measurement which had been surveyed thoroughly by the ACA's Canadian Advertising Research Foundation.

Doris Clark, women's editor of CJAD Montreal, urged advertisers to "Know Your Women," pointing out that advertisers may on occasion direct their sales approach to an immature level, forgetting that many young housewives today have careers or professional backgrounds.

Other speakers included Dr. Maurice L. Tainter, Sterling-Winthrop Research Institute, Rensselaer, N.Y., who dealt with sales increases among drug and pharmaceutical manufacturers, and Dr. C.F. Phillips, Bates College, Lewiston, Maine, who discussed creative marketing.

Wm. Hamilton, postmaster-general of Canada, was awarded the ACA gold metal for outstanding accomplishments and leadership in the field of advertising during his term of office as executive secretary of the Federation of Canadian Advertising and Sales Clubs and for his contributions to the development of university marketing courses.

(For election of new ACA officers, see, FATES & FORTUNES, page 94.)

Japan-U.S. live tv possibility by 1965

The possibility of live telecasts between the U.S. and Japan by about 1965 was indicated in an announcement from Tokyo, where FCC Chairman John C. Doerfer is discussing with the Japanese Ministry of Communications the proposed laying of a cable from Japan to Hawaii.

The American Telephone & Telegraph Co. and the Japan Overseas Radio & Cable Co. will start laying the cable sometime next year and complete it by 1965 or 1966 at a cost of about $70 million. The two governments still must approve the project.

The U.S. and Hawaii are connected by a cable but it cannot carry live tv in the present state of the art. AT&T Long Lines Department spokesmen in New York said last week they have no information on whether the proposed cable could be used for live tv and that the technical standards of the Hawaii-Japan cable have not been finalized.

• Abroad in brief

• Canadian Broadcasting Corp., Toronto, and Screen Gems (Canada) Ltd., Toronto, will produce and share costs of five pilot television episodes of *Portia Faces Life* with Canadian acting and writing talent. If the pilot episodes meet CBC production standards and are acceptable to Screen Gems, it is planned to start full production on tape early this summer for presentation in the fall as an afternoon program on CBC television network. There is also the possibility that the series will be distributed in the U.S.

• Registered television sets numbered 2,530,000 in West German and West Berlin on April 1. Licensed radios numbered 15,510,000.

• Pakistan is expanding its radio network. Under construction are 10 kw transmitters at Peshawar and Dacca; three transmitters at Karachi.

• Austrian radio set production in 1958 was 278,700 units. A total 53,600 television receivers were produced in the same period.

effective May 11, 1959

the name is

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IN THE SPRINGTIME

PGW thoughts turn to summertime radio

Peters, Griffin, Woodward is hot on summer radio.

The station representative has equipped its radio sales force with a dossier of facts and figures based on seasonable retail sales, listening audiences, automobiles (and auto radios), out-of-home radio, radio sets, and a market-by-market study.

The theme of the campaign is that the summer is a sales season and along with this an observation that the hot months actually feature increased radio listening (for example, auto listenership alone swells the total audience) although the audience peaks occur at different hours than during the other seasons of the year.

PGW, however, emphasized last week that the salesman has time to promote summer radio and sales. It did so by emphasizing that "summertime is a time for growing."

Vice President and Radio Director Robert H. Teter armed PGW salesmen (Radio Colonels in the PGW terminology) with newly-prepared marketing kits embodying this information for agency executives.

Seeds for sales • In keeping with the "growing" or "seed planting" idea, Mr. Teter had packages of seeds distributed with this message: "Seeds for sales—plant 'em now, for big summer spot radio sales gains."

To implant the seed-growing season theme in the minds of the PGW staff, a special "Summertime Island" trip from the firm's Park Ave. office was staged. The location was Randall's Island in midstream in New York's East River.

The kit is crammed with statistics such as : 25.1% of all retail sales in the U. S. are in June, July and August; radio is the only medium that increases its audience during the summer period; more than 55 million radio sets are used for out-of-home listening; out-of-home listening is more than 25% higher than in-home during the three months of the summer; retail sales are even higher than the average 25% for certain fields such as food and grocery stores, hardware and appliance retailers, filling stations and lumber and building materials.

Target for the kits: Advertisers and agencies throughout the U. S. in an aim to bring new advertisers to spot radio and increased budgets from those already using spot radio.

Seed planting • John A. Thompson (l), Peters, Griffin, Woodward vice president and radio sales manager, and Robert H. Teter, PGW vice president and director of radio, demonstrate planting for "summer radio, the only medium that grows during the months of June, July and August." The site is Randall's Island midstream in New York's East River. The station representative ventured to the island last week to kick off the drive.

Wish you were here

Radio stations around the country this week are preparing to launch their fourth annual direct mail campaign under the guidance of Radio Advertising Bureau.

Sixteen "picture postcards" have been prepared for member stations to send their local and regional advertisers. Each card carries a single, self-explanatory fact on the power of radio as an advertising medium. Space is left on the cards for the stations to add their own individual messages to advertisers. RAB, which last year supplied 128,000 of the cards, also offers "merchandising" suggestions for use of the cards as sales stimulators. Some 150,000 of the cards, a new high, are expected to be distributed this summer to agency and advertiser prospects.

Tasteful approach

KODE-TV Joplin, Mo., believes in taking the proverbial way to a man's heart. For a month, KODE-TV's Snack-Pak wagons cruised two nights a week through residential areas of Joplin and nearby Pittsburg, Kan., distributing gift packages to 50 residents in each city, even if they were not watching tv. Heavy air promotional support the preceding day and the day of each wagon trip was utilized but areas to be covered were not designated. Contents of the packs were supplied by KODE-TV advertisers free. The station's only costs were for printing the sacks and distributing them. Each pack contained two bottles of Pepsi-Cola, two pints of Tastemark Ice Cream, a bunch of Bobo bananas, a bag of Brooks potato chips, a *TV Guide*, a package of cocktail picks, a KODE-TV program schedule, plus one surprise gift.

If the viewer was watching ch. 12 a Newport cigarette lighter also was awarded. A total of 800 packs were distributed.

Burnett apples healthy sign

Leo Burnett Co. added a new fillip to its reception rooms last week, a booklet telling "The Apple Story."

The broadcast-oriented agency, now in the $100 million billing class, put out the two-color pamphlet in answer to several inquiries about the origin of its trademark—offering apples on reception desks for callers. Copy was prepared by Dewitt O'Kieffe, senior vice president, and art by Howard W. Andersen, vice president in charge of Burnett's art department.

The booklet traces the history of the Burnett agency from its start in the 1935 depression with apples in its reception rooms in the London Guarantee Bldg. A crack by a newspaper columnist ("It won't be long till Leo Burnett is selling apples on the street corner instead of giving them away") "sort of got our dander up," according to Mr. O'Kieffe. "We became more determined than ever to make better and better ads and give away more and more apples," he explains.

Meanwhile, back on the ranch

WBAL-TV Baltimore, Md., made a concession to the opposition one Saturday night. The station had pulled out all stops to line up viewers for a movie feature, "Call Northside 777" with Jimmy Stewart, and wanted to make sure it didn't lose any western fans. So they were promised intermission-time resumes of cowboy shows on other channels. The night of the showing, a WBAL-TV announcer dressed in a ten-gallon hat and cowboy boots gave quick summaries of the storylines then appearing on the competitive channels.

Pre-show promotion included a heavy tv announcement schedule, radio plugs, newspaper ads and a telephone answering tape for those who answered the invitation to "talk to Jimmy Stewart." Response forced the answering machines out of order and wrong-number dialings reached major nuisance

proportions, WBAL-TV reports. One doctor said he got more than 250 "Jimmy Stewart" calls in a 25-hour period.

• Drumbeats

• Dominating the ID's, calling cards, stationery and other advertising-promotion of KOLO-TV Reno, Nev., is the station's channel number, shown as VIII to tie in with the VIIIth Winter Olympic Games to be held in nearby Squaw Valley. (The games are always identified with Roman numerals in keeping with their ancient origin.)

• Editorials on legislative matters by WTVJ (TV) Miami, Fla., are sent to each state senator and representative. News vice president Ralph Renick, who delivers the editorials on his 6:30 p.m. newscast, has them printed and sent to Tallahassee where they are delivered to the politicians the morning after the editorial was broadcast.

• WGAR Cleveland featured its "This Is Your Wife" celebration of Mother's Day Friday (May 8). For the sixth consecutive year, wives of WGAR air personalities took over their husbands' duties to broadcast as disc jockeys and newscasters. The station paid baby-sitters so the mothers could be away from home.

• WWDC Washington received 2,350 postcard requests in a month for bumper stickers in connection with a promotion in which it gives away watches, transistor radios and cameras and other gifts. In a heavy on-the-air campaign, WWDC invites listeners to send in their names and automobile license numbers. About five times a day a number is pulled out of the hat and announced. If the owner of the tag number telephones WWDC within the hour he receives a prize. So far there has been a winner each day.

• Educational-noncommercial WGBH-TV Boston has a viewer who has put the service on a pay-tv basis. The station has received $1.80 from a man who drops a dime each day in a glass on his tv set. WGBH-TV is kept going by educational and cultural institutions and private contributions.

• Of 111 enrolled in the KVTV (TV) Sioux City, Iowa, course "Marriage and the Family," 103 came to the classroom for midterm exams. The eight absentees have arranged to take the test later. The classes are telecast in *Saturday Semester* (7:30 a.m.) with the cooperation of the city's Morningside College.

• WIIC (TV) Pittsburgh held a theatre party for more than 600 women at the local Squirrel Hill Theatre in connection with the outlet's *Luncheon At the Ones* (Monday-Friday 1:30 p.m.). The show's cast, Bill Cardille, Mary Eythe, Walt Galla and Chuck Welsh, were in attendance for the premiere of a movie. Guests received souvenirs and gift certificates from WIIC.

• CFRN-AM-FM-TV Edmonton, Alta., drew more than 6,500 dancers and spectators to the second annual Square Dance Garden Party. Saturation radio and tv promotion included such approaches as exchange of radio and tv personalities all over the schedule and a "Ticket-thon" competition between air performers in a downtown store two evenings prior to the big dance party.

• WBKB (TV) Chicago is distributing free quantities of its 48-page *Weather by Radar* booklet to sponsors of the daily weathercasting show. Written by Warren Culbertson, staff meteorologist, the book is offered with sponsors' sales messages printed on front and back covers. The booklet contains an explanation of midwest meteorological conditions and tracking of weather by radar. The station's sales promotion department also produces *Weather by Radar* display units to advertisers for use in store windows, lobbys or reception rooms.

• A weekly ad column in 30 area newspapers is being used by WIIC (TV) Pittsburgh, Pa. to promote its personalities and programs. Titled "WIICy Says," the column is an informal, chatty two-column by 10-inch feature designed to reach viewers in outlying areas.

• WNCT (TV) Greenville, N.C., has inaugurated an industrial progress contest to award communities for their efforts to bring new industry into the state. Winner of the $500 first prize was the community of Farmville, which landed a $6 million formica flakeboard

IF YOU'RE CHARGED WITH
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 175 W. Jackson
Chicago, 100 Bush St.
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EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB — FEBRUARY 9 - MARCH 8, 1959
DEMONSTRATES AGAIN WREX-TV'S COMMANDING AUDIENCE LEADERSHIP
23 OF TOP 25 PROGRAMS
ALL ON
WREX-TV

STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD

One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958
WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles · San Francisco · Boston · New York · Chicago · Dallas

He ran all the way • Virginians crowd around Hardrock Simpson, distance runner who dramatized the first birthday of WEZL Richmond by running the 50-mile primary coverage area to the birthday party. Starting at 5:15 a.m. from the Southside Virginia community of McKenney, the 55-year-old athlete made the trip in 11 hours and 21 minutes, counting two quarter-hour stops for broadcast pickups. He gathered crowds and publicity all the way and was greeted by thousands of listeners at the end of the line.

Mr. Simpson, holder of two world's records in distance racing, was accompanied by a half-dozen teenage challengers at the start of the race, but they dropped out. He was fed snacks en route by the WEZL staffers who manned a pace car. The runner twice has crossed the country on foot and now is a mail carrier in Burlington, N.C. William Page, general manager of WEZL, says Hardrock Simpson "will gladly do this stunt for any other station."

plant. Each of 12 communities, which entered the first contest, reported the establishment of several smaller industries, employing several hundred persons. Winner and runners-up, which included Clinton and Selma, announced they would use prize money for community advertising.

• When the Evanston (Ill.) Junior Chamber of Commerce celebrated its first annual "Jay-Cee Radio Day" over WNMP there, the station gave maximum supporting promotion. Jaycees sold over 275 half-minute radio spots to suburban merchants and members read the announcements from the store window of Maurice L. Rothschild in which WNMP installed a broadcast booth. The radio station also parked its remote unit in front of the window, complete with loudspeaker. All day, WNMP piped music from the studios, switching to the store for commercials.

WNAX: From kitchen to bowling alleys

A cake contest in which eight WNAX Yankton, S. D., male staffers were the contestants attracted 3,000 recipes. The broadcasters promised $2 to senders of the eight recipes chosen by the would-be cooks. An additional $5 was given to the person who submitted the winning recipe. It was cooked by news director Bob Hill. His prize: one day off. The offer of a booklet containing the chosen recipes drew 2,000 requests from listeners.

The 10th annual WNAX sponsored Six-State Bowling Tournament attracted 12,358 bowlers in teams, doubles and singles and 2,765 in all events from North and South Dakota, Minnesota, Iowa, Nebraska and Wyoming. Billed as America's largest regional bowling tournament, the event offers about $45,000 cash, $5,500 worth of merchandise and 44 trophies in prizes. WNAX Sports Director Les Davis headed the bowling promotion this year.

WBT research: bread & butter study

Teenagers earn only 2% of the nation's income, according to WBT Charlotte, N.C., in a study designed to show that WBT's "adult radio programming" appeals to people who have money to spend.

An analysis of income by age of persons, prepared by Jack Burney, WBT research manager, shows that three of the seven age groups (ages 25 through 54) account for over 70% of the aggregate income. Mr. Burney's study is based on figures supplied by the U.S. Census Bureau covering 1955 incomes.

In another table showing income of families and unrelated individuals by age groups in 1957, the highest median income, $5,573, occurs in the group where the head of the house is between 45 and 54 years old.

The table showing estimated aggregate income by age of persons 14 and over for the U.S. in 1955 follows:

Age (years)	Percent
14-19	2
20-24	6
25-34	23
35-44	25
45-54	23
55-64	14
65 and over	7
Total	100

WGAR greets Seaway's first

WGAR Cleveland chartered a ship and went out on Lake Erie to greet the first Cleveland-bound vessel to sail through the St. Lawrence Seaway. With WGAR Vice President-General Manager Carl George, Sales Manager Bob Forker and newsmen Les Clark and Norm Hall were Cleveland Mayor Anthony J. Celebrezze and local businessmen. WGAR broadcast from the ship as she escorted the Seaway forerunner.

Critical four seconds

Tarlow Assoc. Stations are testing an anti-dial twisting campaign on the group's New Orleans outlet, WJBW.

"A station's biggest problem is not to find the listener but keep him," Allan W. Roberts, executive vice president for the Tarlow stations, is convinced. WJBW plays music from the :58 to :02 and :28 to :32 positions on the

clock. No commercials go in here.

Programs flow past the hour mark and end on the quarter-hour. None of the "music maker" personalities uses a theme song, but at the quarter-hour change point, the one on duty announces who's up next and what music is on tap. This is followed by a "T.N.T." (time, news, temperature) segment of two minutes and then the programming announced previously. The new show is not introduced until the first tune is over. WJBW programs newscasts 15 minutes before each hour, with an eye to beating the competition.

In its effort to stabilize dials at the WJBW frequency, the station has added a monkey mascot. The animal makes promotional appearances in a shirt labeled, "Don't monkey with the dial. Leave it on WJBW."

Other Tarlow stations are WWOK Charlotte, N.C.; WHYE Roanoke, Va.; WARE Ware, Mass., WHIL Boston.

Fast windup

WFBC Greenville, S.C., had to wind up an auto treasure hunt 10 days ahead of schedule as the search reached an early fever pitch. The treasure: buried keys to a Renault automobile. At the climax of the promotion there were 10,000 Greenville people scouring grounds of the city's Cleveland Park. The search ended a half-hour after the final clue was broadcast. Indicators of community interest: office personnel in Greenville businesses were required to type lists of clues for workers to use during lunch and off-duty hours; 25 policemen were needed for traffic at the height of the hunt; the sound of WFBC dominated the hunt search area, and the event got a five-column picture spread in the morning paper after a dairy worker claimed the automobile. It took listeners 18 days to run down the treasure, which originally was scheduled to take 28 days to find.

'Party Line' pasttime

Two announcements on the KDKA Pittsburgh conversational program, *Party Line* (nightly 10 p.m.-midnight), brought more than 3,000 requests for lists of 101 baseball players' nicknames.

The list was compiled by the show's host, Ed King, after two listeners sent in a few baseball players' nicknames for him to quiz the audience. Mr. King added names to the list and many listeners have submitted others.

For quiz purposes the list is divided into categories such as geographical (German: Schaefer, Dixie Walker), occupations (Butcher Boy Benz, Preacher Roe), food (Pie Traynor, Pepper Martin), menagerie (Hippo Vaughn), chorus line (Minnie Minoso), rhymes (Ping Bodie, Bing Miller; Rube Waddell, Boots McNair) and others.

Baseball is a popular *Party Line* topic following KDKA coverage of the Pittsburgh Pirates' games.

Food for thought on KOA

KOA Denver, Colo., received more than 600 letters after an Army neuropsychiatrist's talk about communist methods of brainwashing. Without exception the letters asked for more of the same type of programming.

In answer to the requests, KOA has scheduled *Challenge to Thought* (Sunday 8:05-9:30 p.m.). The series includes tapes of talks given at universities and other institutions of learning.

Arlett takes NTA prize

Don Arlett, promotion manager, KTVU (TV) Oakland, Calif., has been named first place winner in NTA Television Network's "Shirley Temple Promotion Contest," Martin Roberts, NTA promotion director announced Thursday (May 7). Mr. Arlett receives a vacation trip for two in Mexico for his promotion last fall of NTA's *Shirley Temple Film Festival* series. Other promotion managers receiving prizes include: Steve Shannon, KPHO-TV Phoenix; Vera Schulte, WCPO-TV Cincinnati; Murray Tesser, WHYN-TV Springfield, Mass., and Katie Ferguson, KONO-TV San Antonio.

Political pull

Who listens to radio during the evening hours? Who, to narrow it down a bit farther, listens to "talk" programming in the evening? Who, to be specific, listens to *Opinion Please*, program featuring telephone calls from people who want to speak for or against some topic of current public interest, broadcast 9:05-10 p.m. on KNX Los Angeles?

To get the answer, KNX offered a map of Los Angeles County Assembly and Congressional Districts with a roster of public officials free on request in one announcement on *Opinion Please*.

The result: 1,508 requests.

Says KNX: "Only mature radio programming directed to attentive audiences can bring that kind of results."

Lincolnesque listeners

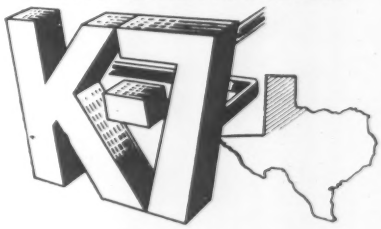
WKCB Berlin, N.H., took the occasion of Lincoln Sesquicentennial Year to find its own candidates for the Lincolns of tomorrow. In a high school contest, conducted with the cooperation of teachers and civic leaders, four students were found with "characteristics and morals exemplified by Abraham Lincoln."

A tour of Washington, D. C., accompanied by WKCB news director Charlie Ross was awarded the winners. New Hampshire listeners heard them in a beeper phone interview broadcast by WKCB. The youngsters also took back

FAMOUS BRANDS OF TEXAS

3 D's
A blacksmith's mistake gave Dan Waggoner a new cattle brand —three backward D's. Dan decided to keep it.

ANOTHER FAMOUS BRAND OF THE TEXAS PANHANDLE



There's no mistake about the mark that the K-7 brand is making on the great High Plains! It's first in Amarillo in total rating points, three nights out of the week—with four of the top ten shows. Let the enterprising K-7 outfit introduce your brand to a vast, rich marketing area.

KVII-TV abc
amarillo, texas

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
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ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

a half-hour taped interview they had with New Hampshire's congressman and senators. This also is slated for broadcast.

Mental hospital mission

Entertainers of WBT-WBTV (TV) Charlotte, N.C., for the past year have been traveling 75 miles one Sunday each month to perform for mental patients at State Hospital, Morganton, N.C. For many patients these shows provide their "strongest link with 'outside' activities," according to the head of the hospital.

The Charlotte stations produce and pay all expenses for the monthly mission to mental patients. Some 200 entertainers have participated so far, including WBT-WBTV talent and other professional musicians, dancers and athletes (two complete wrestling cards have been staged for patients). Robert L. Rierson, WBTV program operations manager, co-ordinates the shows.

The hospitalized, even those from "closed" wards, react as typical audiences and regularly record their enthusiasm for the WBT-WBTV shows in the monthly hospital publication. Charles H. Crutchfield, executive vice president and general manager of the stations, calls the undertaking "one of our most important public service ventures" and says station people "have been overwhelmed with the tremendous response at Morganton. If other broadcasting companies are interested in setting up a similar project, we will be delighted to send them full details on our program."

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 30 through May 6. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Douglas, Ariz.—Douglas Telecasting Co., vhf ch. 3 (60-66 mc); ERP 0.595 kw vis., 0.372 kw aur.; ant. height above average terrain -238 ft., above ground 220 ft. Estimated construction cost $26,000, first year operating cost $38,000 revenue $43,000. P.O. address Box 5570, Dallas, Tex. Studio & trans. location West of Douglas. Geographic coordinates 31° 21′ 00″ N. Lat., 109° 33′ 49.5″ W. Long. Trans. Electron, ant. Andrew. Applicant is owned by Electron Corp., which is wholly owned subsidiary of Ling-Altec Electronics Inc. Ann. May 4.

New Am Stations

ACTIONS BY FCC

Paris Ark.—Logan County Bcstg. Co. Granted 1460 kc, 500 w D. P.O. address 434 W. 2nd St., Corning, Ark. Estimated construction cost $11,300, first year operating cost $24,000, revenue $30,000. Equal partners **Eulis** and **Bob Cochran** are in retail merchandising. Ann. May 6.

Lexington, Miss.—Holmes Bcstg. Co. Granted 1150 kc, 500 w D. P.O. address Box 552, Houston, Miss. Estimated construction cost $18,424, first year operating cost $28,000, revenue $36,000. **Marvin Robin** and **Ralph Mathis** each own 30%. Mathis brothers also have interest in WSJC Magee and WCPC Houston, both Mississippi. Ann May 6.

Middleport-Pomeroy, Ohio—Radio Mid-Pom Inc. Granted 1390 kc, 1 kw D. P.O. address Box 464, Athens, Ohio. Estimated construction cost $20,238, first year operating cost $33,000, revenue $42,000. Owners are **John E. M. Kerr** (39%), **Roy E. Stephenson, Frank L. Nolan** and **Frank X. Rauch Jr.** (each 19.5%) and **R.J. Jones Jr.** (2.5%). Mr. Kerr is advertising and commercial manager of **WATH Athens, Ohio.** Mr. Stephenson is public accountant; Mr. Nolan and Mr. Rauch are theatre operators; Mr. Jones is attorney. Ann. May 6.

APPLICATIONS

Wickenburg, Ariz.—Wickenburg Radio Co. 1250 kc, 500 w D. P.O. address Box 1254, Wickenburg. Estimated construction cost $14,741, first year operating cost $47,200, revenue $54,000. Equal partners are **Paul E. Mullenix,** deputy sheriff, Maricopa County, Ariz., and **Mamie E. Gander,** recreational director, Flying "A" Ranch. Ann. May 5.

Fowler, Calif.—Morris Mindel, 1220 kc, 250 w D. P.O. address 474 W. Third St., Scottsdale, Ariz. Estimated construction cost $7,930, first year operating cost $62,000, revenue $75,000. Mr. Mindel has majority interest in KPOK Scottsdale, Ariz. Ann. April 30.

Danbury, Conn.—WPD Inc., 1490 kc, 250 w. P.O. address 93 Perkins St., Torrington, Conn. Estimated construction cost $25,000, first year operating cost $45,000, revenue $55,000. Applicants are **Edmund W. Waller** (51%), **Alfonso Della Pietra** (24½%) and **Edo Pasetto** (24½%). Mr. Waller is majority owner WTOR Torrington, Conn. Mr. Della Pietra is surgeon and Mr. Pasetto is radiologist. Application is contingent upon FCC grant of frequency change requested by WTOR from 1490 kc to 610 kc. Ann. April 30.

Bonita Springs, Fla.—Lee County Bcstg. Inc., 1440 kc, 5 kw. D. P.O. address Box 306, Ft. Myers, Fla. Estimated construction cost $45,479, first year operating cost $60,000, revenue $70,000. Applicants are **Frank L. Edwards** (50%), and **Frank Nardone, James Welborne, William Kunkle** and **Robert Harmon** (12½% each). None has previous broadcast interests. Ann. April 30.

Dodge City, Kan.—Seward County Bcstg. Inc. 1550 kc, 1 kw D. P.O. address Box 311, Liberal, Kan. Estimated construction cost $50,669, first year operating cost $60,000, revenue $70,000. Applicant is licensee KSCB Liberal, Kan. Ann. May 4.

Greenfield, Mass.—Arthur A. Deters, 1430 kc, 500 w D. P.O. address 458 Main St., Biddeford, Me. Estimated construction cost $14,655, first year operating cost $42,000, revenue $60,000. Mr. Deters is general manager WTAL Tallahassee, Fla. Ann. May 6.

McCook, Neb.—Regional Bcstg. Corp., 1360 kc, 1 kw. D. P.O. address 1440 E. Sixth St., Loveland, Colo. Estimated construction cost $17,118, first year operating cost $36,000, revenue $48,000. Owners include **William R. Voegel** (80.5%), **Jack R. Caldwell** and **William H. Farnham** (9.2% each). Regional owns KLOV Loveland, and KVRH Salida, both Colorado. Ann. May 4.

Canandaigua, N.Y. — Canandaigua Bcstg. Inc. 1550 kc, 250 w D. P.O. address 51 N. Main St., Estimated construction cost $16,893, first year operating cost $41,454, revenue $47,282. Applicants are **Charles H.** and **Anne A. Keeney** (22½% each), **Westley G.** and **Marion L. Kimble** (20% each) and **Robert P. Kennedy** (15%). Mr. Kimble is general manager WPAM Pottsville, Pa., Mr. Keeney is general contractor and Mr. Kennedy is assistant district attorney, Ontario County, N.Y. Ann. April 30.

Vancouver, Wash.—Gordon A. Rogers, 1550 kc, 1 kw. D. P.O. address 11516 Oxnard St., North Hollywood, Calif. Estimated construction cost $13,675, first year operating cost $72,000, revenue $75,000. Mr. Rogers owns KBLA Burbank, Calif. Ann. April 30.

Existing Am Stations

ACTIONS BY FCC

WAMS Wilmington, Del.—Granted change of operation on 1380 kc from 1 kw, DA-1, Unl., to 1 kw, DA-2 Unl., 5 kw specified hours daytime only when WAWZ Zarephath, N.J., which shares time with WBNX New York, on 1380 kc, is not operating; engineering conditions and, further that grant does not constitute finding on, or resolution of, multiple ownership issues in dockets 12795 and 12622. Ann. May 6.

KLPW Union, Mo.—Granted increase of power from 250 w to 1 kw continuing operation on 1220 kc, D. Ann. May 6.

APPLICATIONS

KBTA Batesville, Ark.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1340 kc). Ann. April 30.

WBSR Pensacola, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 5.

WTSL Hanover, N.H.—Cp to increase daytime power from 250 w to 1 kw and

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make changes in transmitting equipment. (1400 kc). Ann. May 4.

WRNB New Bern, N.C.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1490 kc). Ann. April 30.

WMFD Wilmington, N.C.—Cp to increase daytime power from 1 kw to 5 kw, make changes in DA-D system and install new trans. (Request waiver of sec. 3.28(c) of rules) (630 kc) Ann. May 4.

WHIZ Zanesville, Ohio—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1240 kc) Ann. April 30.

WTWN St. Johnsbury, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 4.

WCLO Janesville, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc) Ann. May 6.

New Fm Stations

ACTIONS BY FCC

Louisville, Ky.—Fidelity Radio Inc. Granted 97.5 mc, 17.5 kw. P.O. address 300 W. Broadway St. Estimated construction cost $17,500, first year operating cost $24,000, revenue $28,000. **Mr. and Mrs. Stephen A. Cisler Jr.** (50% of KEAR [FM] San Francisco) are owners. Ann. May 6.

Westminster, Md.—Carroll County Bcstg. Corp. Granted 110.7 mc, 4.6 kw P.O. address Box 28. Estimated construction cost $12,345, first year operating cost $3,000, revenue $3,000. Permitee owns WTTR Westminster. Ann. May 6.

Beaver Falls, Pa.—WBVP Inc. Granted 106.7 mc, 16.5 kw. P.O. address Box 719. Estimated construction cost $19,265, first year operating cost $3,000. Ann May 6.

APPLICATIONS

Chattanooga, Tenn.—Radio Dixie Inc. 106.5 mc, 67.82 kw. P.O. address Box 180, Lafayette, Ga. Estimated construction cost $35,192, first year operating cost $35,000, revenue $36,500. Radio Dixie Inc. is licensee of WLFA Lafayette, Ga., and is owned by **Charles W. Gwyn** (40%), **J.A. and Virginia F. Gallimore** (30% each). The Gallimores also have interests in WSNW-AM-FM Seneca, WBAW Barnwell and WSSC Sumter, all South Carolina. Mr. Gallimore has additional interests in WABV Abbeville, WBHC Hampton, and is permitee of new am station in Conway, all South Carolina. Ann. May 5.

Fort Atkinson, Wis.—Blackhawk Bcstg. Co. 106.1 mc, 2.96 kw. P.O. address Box 358, Monroe, Wis. Estimated construction cost $22,200, first year operating cost $28,000, revenue $32,000. Equal partners are **Robert K. Brown,** manager KMAQ; Maquoketa, Iowa. **Nathan L. Goetz, Robert W. Goetz** and **Merlin J. Meythaler** (25% each). Last named are each one-third owners of KMAQ. Ann. May 6.

Existing Fm Stations

ACTIONS BY FCC

KVFM (FM) San Fernando, Calif.—Granted SCA to engage in functional music operation on multiplex basis. Ann. May 6.

Good Music, Inc. Shreveport, La.—Granted SCA to engage in functional music operation on multiplex basis; engineering condition. Ann. May 6.

WSWM (FM) East Lansing, Mich.—Granted SCA to engage in functional music operation on multiplex basis. Ann. May 6.

Ownership Changes

ACTIONS BY FCC

WTLS Tallassee, Ala.—Granted assignment of license from **The Confederate Bcstg., Inc.** to **Ned Butler**; consideration $15,000. Ann. May 6.

KOFA Yuma, Ariz.—Granted transfer of control from **Henry H. Schechert** to **Thomas Williams** (interest in KVAS Astoria, Oreg.); consideration $10,500. Ann. May 6.

KGHI Little Rock, Ark.—Granted assignment of license from **Harold E.** and **Helen W. King** to **K.G.H.I., Inc. (Michael J. Heller,** president); consideration $115,000 including $15,000 for covenant not to compete in area for 5 years. Ann. May 6.

KLX Oakland, Calif.—Granted assignment of license from **Tribune Building Co.** to **KEWB Bcstg. Corp.** (formerly Collier Bcstg. Co.); consideration $750,000. Comr. Bartley dissented. **Robert M. Purcell,** assignee president, is president of KFWB Los Angeles, and 50% owner of KEVE Minneapolis, Minn., and several officers are officials of **Crowell-Collier Publ. Co.** Ann. May 6.

KTUR Turlock, Calif.—Granted assignment of license from **Turlock Bcstg. Corp.** to **KTUR, Inc. (Danny Landau,** president); consideration $115,000 plus agreement that assignor and its shareholders not compete within 50 miles of KTUR for five years. Ann. May 6.

KDZA, Pueblo, Colo.—Granted (1) renewal of license and (2) transfer of control from estate of **Zula Seaton,** deceased, to **Dee B. Crouch** (son) pursuant to will. Ann. May 6.

WTTT Arlington, Fla.—Granted assignment of license from **Harold E.** and **Helen W. King** to **WTTT, Inc. (Theodore Weber,** president); consideration $177,500. Ann. May 6.

WEAR-TV Pensacola, Fla.—Granted assignment of cp and license from **Gulfport Bcstg. Inc.** to **Rollins Telecasting Inc.**; consideration $1,075,000 plus agreements not to compete within 80 miles of Pensacola for 10 years and purchase of real estate for $325,000. Assignee's parent corporation owns WPTZ-TV North Pole, N.Y., WAMS Wilmington, WJWL Georgetown, both Delaware; WNJR Newark, N.J.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WBEE Harvey, Ill., and KATZ St. Louis, Mo. Ann. May 6.

WALT Tampa, Fla.—Granted transfer of control from **Emil J. Arnold, Robert Wasdon** and **Jack Siegel** to **Consolidated Sun Ray, Inc.** (WPEN-AM-FM Philadelphia, Pa.); consideration $210,000. Ann. May 6.

WWTB Tampa, Fla.—Granted assignment of license and cp from **W. Walter Tison** to **WPIT, Inc.** (WPIT-AM-FM Pittsburgh, Pa.); consideration $240,000. **J. J. Laux,** president, and other assignee stockholders have interest in WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WPAR, WAAM-FM Parkersburg, W. Va.; KMLB-AM-FM Monroe, La., and WHTO-TV Atlantic City, N.J. Ann. May 6.

KEVL White Castle, La.—Granted transfer of control from **J. E. Van Valkenberg,** et al., to **Charles Ernest Schwing Jr.**; consideration $50,000. Ann. May 6.

KSRC Socorro, N.M.—Granted assignment of license from **John Blake** to **Socorro Bcstg. Co. (C. E. Franklin,** president, owns WCEF Parkersburg, W. Va.); consideration $50,000. Ann. May 6.

KWON Bartlesville, Okla.—Granted assignment of license from **Bartlesville Bcstg. Co.** to **Horace C. Boren** in exchange of facilities with KZEE Weatherford, Tex., with Mr. Boren paying $25,000. Ann. May 6.

KTXL San Angelo, Tex.—Granted assignment of license from **Warren J. Fortier** to **Burkhart Bcstg. Corp. (Charles K. Burkhart,** president); consideration $55,000. Ann. May 6.

KTER Terrell, Tex.—Granted transfer of control from estate of **Paul Wnorowski** to **Orval Pirtle**; consideration $43,000. Ann. May 6.

KGKB Tyler, Tex.—Granted assignment of license to **Oil Center Bcstg. Co. (L. S. Torrans,** president); consideration $141,089. Ann. May 6.

KZEE Weatherford, Tex.—Granted assignment of license from **Horace C. Boren** to **Bartlesville Bcstg. Co.** in exchange of facilities with KWON Bartlesville, Okla., with Mr. Boren paying $25,000. Ann. May 6.

WEER Warrenton, Va.—Granted assignment of license from **O. K. Bcstg. Corp.** to **Radio Associates, Inc. (Thomas H. Strothman,** president); consideration $65,000.

APPLICATIONS

KAFY Bakersfield, Calif.—Seeks transfer of control from **Benton Paschall** to **Howard L. Tullis** and **John P. Hearne,** each present one-third owners. Consideration: See KFXM San Bernardino (below). Ann. May 4.

KFXM San Bernardino, Calif.—Seeks transfer of control of **KFXM Bcstg. Co.** from **L. Benton Paschall,** present 30% owner to **Howard L. Tullis** (40%) and **John P. Hearne** (30%). Consideration: transfer of interests owned by Messrs. Tullis and Hearne (12% each) in KWIZ Santa Ana, Calif. for Mr. Paschall's interests in KFXM and KAFY Bakersfield, Calif. (one-third owned by Mr. Paschall). Ann. May 4.

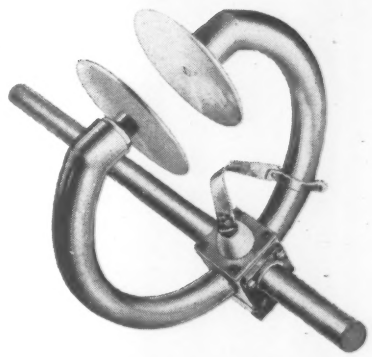
WAGA-AM-FM Atlanta, Ga.—Seeks assignment of license from **Storer Bcstg. Co.** to **Plough Radio Inc.** for $830,000. Plough Inc. owns WMPS-AM-FM Memphis, WJJD Chicago, WCAO-AM-FM Baltimore and WCOP-AM-FM Boston. Ann. May 4.

WPLK Rockmart, Ga.—Seeks assignment of cp from **Polk Radio (James G. McGarity, Stephens B. McGarity** and **Leslie E. Gradick Jr.)** to **Georgia Radio Inc. (Mr. Gradick** and **John P. Frew,** 50% each), for $210. Mr. Gradick owns interest in WLAW Lawrenceville, Ga. Mr. Frew is assistant to president of Decatur (Ga.) Chemical Co. Ann. May 6.

WKAN Kankakee, Ill.—Seeks assignment of license from **Kankakee Daily Journal Co.** to **WKAN Radio Inc.,** to be wholly owned by Kankakee Daily Journal Co. Ann. April 30.

WSAR Fall River, Mass.—Seeks assignment of license from **Fall River Bcstg. Inc.** to **K & M Publishing Inc.** Transfer represents merger of **Schenectady Union Publishing Co.** and **Fall River Herald News Publishing Co.,** owner of Fall River Broadcasting Inc. Ann. April 30.

WABM Houlton, Me.—Seeks assignment of license from **Aroostook Bcstg. Corp.** to



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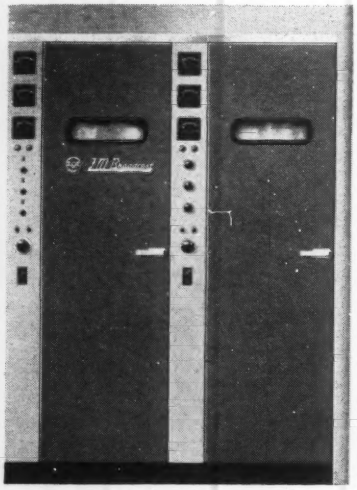

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 6

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,321	34	125	670
FM	562	43	140	78
TV	455[1]	67	104	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 6

	VHF	UHF	TOTAL
Commercial	440	82	522[2]
Non-commercial	33	9	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Westminster Bcstg. Co. for $49,000. Westminster is owned by **Clifford G. Kemberling** and **Glenn H. Hilmer**, and is licensee of WCME Brunswick, Me. Application anticipates purchase of 49% of WABM from Westminster by **Bernard E. Esters** after FCC approval of sale to Westminster from Aroostook. Mr. Esters is majority owner of **Houlton Publishing Co.** Ann. May 6.

WKES Newport, N.H.—Seeks assignment of cp from **Kenneth E. Shaw** to **Carlson Enterprises (W. Richard** and **Norah B. Carlson)** for $3,500. Carlsons are employes WLYC Williamsport, Pa. Ann. May 6.

WSNB Islip, N.Y.—Seeks assignment of cp from **Great South Bay Bcstg. Inc.** to **South Shore Bcstg. Corp.** for $15,000. Purchasers are **Maurice S. Weiss, Herbert P. Hoffman, Eugene Kleinman** (25% each), **Irving Hoffman** and **A. Irwin Kleinman** (12½% each). Mr. Weiss has interest in WHOO-AM-FM Orlando, Fla. Ann. April 30.

WBAZ Kingston, N.Y.—Seeks assignment of cp from **Austin E. Harkins** to **Big River Bcstg. Corp.**, wholly owned by Mr. Harkins. Ann. April. 30.

KPAM, KPFM (FM) Portland, Ore.—Seeks assignment of licenses from **Broadcasters Oregon Ltd. (Stanley M. Goard, George W. Phillips, James L. Murray** and **Dolores E. Sabelle)** to **Gospel Bcstg. Co.** for $200,000. Purchasers include **F. Demcy Mylar** (45%), **Emil Boesch** (20%), **William J. Ashley-Cole** (15%) and others. Mr. Mylar is 50% owner KRWC Forest Grove, Ore., and is Baptist minister, as is Mr. Ashley-Cole. Ann. April 30.

KIBL Beeville, Tex.—Seeks assignment of license from **V. L. Rossi** and **John D. Rossi**, equal partners in **Bee Bcstg. Co.** to John D. Rossi for $40,000. Ann. April 30.

***KUHT (TV) Houston, Tex.**—Seeks assignment of license from **Houston Independent School District** and **U. of Houston** to U. of Houston. No financial consideration, as U. of Houston owns all physical assets of station. Ann. May 6.

WILA Danville, Va.—Seeks assignment of license from **WILA Inc.** to **Eastern Bcstg. Corp.** for $45,000. Majority owner of applicant is **Roger A. Neuhoff.** Eastern Bcstg. Corp. owns WCHV Charlottesville, Va. Ann. May 5.

WHYE Roanoke, Va.—Seeks assignment of license from **Jefferson Bcstg. Corp.** (WHIL Medford, Mass., WLOB Portland, Me., WARE Ware, Mass., WWOK Charlotte, N.C. and WJBW New Orleans, La.) to **Roanoke Bcstrs. (Joseph Mullen**, 90% and **Jon A. Holiday**, 10%), for $125,000. Mr. Mullen is in livestock and poultry feed manufacturing business and Mr. Holiday is program director WIST Charlotte, N.C. Ann. May 5.

Hearing Cases

FINAL DECISION

By order, commission made effective immediately March 18 initial decision and granted application of Radio Mid-Pom Inc. for new am station to operate on 1390 kc, 1 kw, D, in Middleport-Pomeroy, Ohio. Comrs. Bartley and Ford dissented. Ann. May 6.

INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of William F. Huffman Radio Inc., to change facilities of WFHR Wisconsin Rapids, Wis., from 1340 kc, 250 w, Unl., to 1320 kc, 500 w-N, 5 kw-D, DA-N. Ann. May 5.

Hearing Examiner Basil P. Cooper issued supplement to initial decision looking toward granting application of Hall Bcstg. Inc., for new class B fm station to operate on 102.7 mc in Los Angeles, Calif. Ann. May 1.

OTHER ACTIONS

By memorandum opinion and order, commission reopened record in proceeding on applications of Radio Associates Inc., and WLOX Bcstg. Co. for new tv stations to operate on ch. 13 in Biloxi, Miss., and remanded same to Examiner for further hearing in accordance with U.S. Court of Appeals decision, and for preparation of supplemental initial decision. Comr. Lee concurred in result and issued statement; Comr. Cross not participating. (Aug. 6, 1957 decision granted application of Radio Associates and denied WLOX Bcstg. Co.). Ann. May 6.

By memorandum opinion and order commission granted motion by Salina Radio Inc., Salina, Kan., to extent of enlarging certain issues in proceeding on its application and that of Kansas Bcstrs. Inc., for new am stations to operate on 910 kc, 500 w, DA-D, in Salina; made KJSK Columbus, Neb. and KGLC Miami, Okla., parties to proceeding. Ann. May 6.

By order, commission dismissed petition by Tri-County Bcstg. Co. for enlargement of issues in consolidated hearing on its application and that of Brinkley Bcstg. Co. for new am stations to operate on 1570 kc, 250 w, D, in Brinkley, Ark. rendered moot because Brinkley application has been dismissed without prejudice at applicant's request. Ann. May 6.

By memorandum opinion and order, commission dismissed protest by WLBZ Television, Inc. (WLBZ-TV ch. 2), Bangor, Me., directed to March 11 grant of application of

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Bangor Bcstg. Corp. to change facilities of am station WGUY Bangor, from 1230 kc, 250 w, U, to 1250 kc, 5 kw, D; engineering condition. Comr. Lee dissented. Ann. May 6.

Commission further postponed oral argument from May 21 to date to be later announced in Miami, Fla., ch. 10 remand proceeding. Comr. Craven not participating. Ann. May 6.

Commission granted request by Tucumcari Television Inc., and scheduled oral argument on May 22 on its exceptions to initial decision which looked toward denial of Tucumcari application for new tv translator station on ch. 70 in San Jon, N.M. to translate programs of station KFDA-TV (ch. 10), Amarillo, Tex. (On April 22 commission denied motion by Tucumcari to dismiss its application without prejudice, and denied said application.) Ann. May 6.

S.L. Goodman, Bassett, Va.—Designated for hearing application for new am station to operate on 900 kc, 250 w, D, in consolidated proceeding with 900 kc applications of Granite City Bcstg. Co., Mount Airy, N.C., andn Cumberland Publishing Co. (WLSI), Pikeville, Ky. Ann. May 6.

STAFF INSTRUCTIONS

Commission on May 6 directed preparation of documents looking toward:

Reopening record for further proceeding, pursuant to U. S. Court of Appeals remand on application of Western Nebraska Television Inc., for new tv station to operate on ch. 13 in Alliance, Neb.

Denying petition by Deep South Bcstg. Co. for reconsideration of Sept. 3, 1958 decision which denied mod. of cp of WSLA (TV) Selma, Ala., to move trans. site to location 50 miles from Selma and 25 miles from Montgomery, specify main studio site one-half mile from city boundary of Selma, increase ant. height from 387 to 1993 ft., and increase power from 2.51 to 316 kw.

Denying petition by Huntington-Montauk Bcstg. Inc. for reconsideration of Nov. 12, 1958 decision which denied application to change location of trans. site and main studio of station WGSM (740 kc, 1 kw, D) from Huntington, Long Island, N.Y., to Deer Park, Long Island.

Denying petition by Jackson Bcstg. and Television Corp. for rehearing and reconsideration of Sept. 3, 1958 decision which granted applications of Television Corp. of Michigan Inc., and State Board of Agriculture for new tv stations—WILX-TV commercial and WMSB (TV) educational, respectively—to operate on ch. 10 on share-time basis in Onondaga, Mich., and which denied competing applications of Triad Television Corp., Booth Bcstg. Co., and Jackson Bcstg. & Television Corp. seeking same channel in Parma, Mich.

Routine Roundup

By memorandum opinion and order, commission denied petition by Community Broadcasters Association Inc., to postpone from May 16 to Aug. 15 effective date of amendments to Part I of procedure rules adopted by report and order of April 8 which set forth new procedure for processing am applications and established new "cut-off" dates determining time and order in which these applications will receive consideration.

By separate memorandum opinion and order, commission denied similar petition by the Association of Federal Communications Consulting Engineers requesting 30-day postponement. Comr. Craven dissented. Ann. May 1.

BROADCAST ACTIONS
By Broadcast Bureau

Actions of May 1

WKNB New Britain, Conn.—Granted cp to install new trans. as auxiliary trans.

WMBR-FM Jacksonville, Fla.—Granted cp to decrease ERP to 40 kw and change studio location.

WCRB-FM Waltham, Mass.—Granted cp to increase ERP to 20 kw and change type trans.; condition.

WRNL-FM Richmond, Va.—Granted mod. of cp to change type ant.

KLAY-FM Tacoma, Wash.—Granted mod. of cp to decrease ERP to 830 w and change type trans.

***WIPR-FM San Juan, P.R.**—Granted mod. of cp to increase ERP to 3.8 kw; decrease ant. height to 720 ft.; and change type ant. trans.

KTWR (FM) Tacoma, Wash.—Granted mod. of cp to change ERP to 830 w.

WBNT Oneida, Tenn.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KYA-FM San Francisco, Calif. to June 1; WWIL-FM Fort Lauderdale, Fla. to Aug. 15; KWG-FM Stockton, Calif. to Nov. 24; WBBW-FM Youngstown, Ohio to Aug. 10; WSID-FM Baltimore, Md. to Sept. 19.

Actions of April 30

KACT Andrews, Tex.—Granted assignment of license from **Clint Formby** to **KACT Radio Inc.**

KIEM Eureka, Calif.—Granted cp to replace expired permit to change from DA-1 to DA-N; remote control permitted.

WNCN (FM) New York, N.Y.—Granted mod. of SCA to change frequency from 32.5 to 67 and 32.5 kc and make changes in transmitting equipment; condition.

WCRB-FM Waltham, Mass.—Granted mod. of SCA to change frequency to 67 and 41 kc and make changes in transmitting equipment; condition.

WRVB-FM Madison, Wis.—Granted mod. of cp to change studio location; type ant. trans.; ERP 3.9 kw; ant. 185 ft.; remote control permitted.

KADO Marshall, Tex.—Granted extension of authority to remain silent for period ending June 1.

KDWD (FM) San Diego, Calif.—Granted authority to remain silent for period ending May 25.

KCEF (FM) Oklahoma City, Okla.—Granted request to cancel cp and mod. of permit. Call letters deleted.

KOKA Shreveport, La.—Granted request to cancel license for auxiliary trans.

WMBH-FM Joplin, Mo.—Granted request to cancel license. Call letters deleted.

Following stations were granted extensions of completion dates as shown: WSBB New Smyrna Beach, Fla. to Sept. 19; WTMJ-FM Milwaukee, Wis. to June 30; KUTE (FM) Glendale, Calif. to July 19; KFIL (FM) Santa Ana, Calif. to Aug. 9; WROC-FM Rochester, N.Y. to Sept. 1; KRCW (FM) Santa Barbara, Calif. to Sept. 15; *WRFK (FM) Richmond, Va. to Aug. 21.

Actions of April 29

KORD Pasco, Wash.—Granted assignment of license from **Music Bcstrs.** to **KORD Inc.**

KDAD Weed, Calif.—Granted assignment of cp to **Jay C. Lemire.**

WNIB (FM) Chicago, Ill.—Granted mod. of license to change studio location; remote control permitted.

WNBC (TV) New Britain, Conn.—Granted mod. of cp to change ERP to vis. 191 kw, aur 102 kw; trans location, type trans.-ant. and make changes in equipment; ant. 940 ft.

WSIL-TV Harrisburg, Ill.—Granted mod. of cp to change type trans. and make other equipment changes; ant. 880 ft.

KASE Austin, Tex.—Granted mod. of cp to move trans. location (same description of site) and change studio location; conditions.

KMIL Cameron, Tex.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 30, except for special events when station may operate up to licensed sign-off time.

KVEN Ventura, Calif.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: WARD-TV Johnstown, Pa. to Nov. 13; WPTZ (TV) North Pole, N.Y. to Nov. 1; WTLM (TV) Laurel, Miss. to Oct. 20; KASE Austin, Tex. to Aug. 24.

WFUR Grand Rapids, Mich.—Granted request for correction to application for voluntary acquisition of positive control of licensee corporation, as granted Jan. 23, to show acquisition by **William Kuiper Sr.**, and **Mary Kuiper**, jointly through purchase of stock from Mr. Kuiper.

WBNR Beacon, N.Y.—Rescinded action of April 6 granting application for voluntary assignment of cp to **Robert Gessner** et al, d/b **West Shore Bcstg. Co.**

Actions of April 28

WEJL Scranton, Pa.—Granted involuntary assignment of license to **Scranton Times** (Co-Partnership) **Edward J. Lynett**, executor of estate of **Elizabeth R. Lynett**, deceased.

WCOW Sparta, Wis.—Granted involuntary acquisition of positive control of **Sparta-Tomah Bcstg. Inc.** by **Vena H. Rich**, individually, and as executrix of estate of **Z. S. Rice**, deceased.

South Lane Television Inc., Cottage Grove, Ore.—Granted cp to change primary tv station from KGW-TV (ch. 8), Portland, Ore., to KPTV (ch. 12), Portland.

Lanford Telecasting Co., Alexandria, La.—Granted mod. of cp to make changes in ant. system of tv STL station.

WTOM-TV Sheboygan, Mich.—Granted mod. of cp to change ERP to 26.9 kw; aur. 16.2 kw; make changes in ant. system and other equipment, correct geographic coordinates; ant. 620 ft.

***KPFK (FM) Pasadena, Calif.**—Granted mod. of cp to increase ant. height to 2,830 ft.; change trans. location; change type ant. and make changes in ant. system; ERP 48 kw.

WSMI Litchfield, Ill.—Granted authority to sign-off at 7 p.m. DST, for period ending Sept. 30, except for special events when station may operate up to licensed sign-off time.

KUIK Hillsboro, Ore.—Granted authority to sign-off at 6 p.m., PST, for period ending Sept. 30.

WOCH North Vernon, Ind.—Granted authority to sign-off Monday through Saturday at 6 p.m. for period ending Aug. 31, and sign-off Sundays at 5 p.m. for period ending Sept. 30.

KBRX O'Neill, Neb.—Granted authority to sign-off at 6:30 p.m. for period ending Sept. 30.

Action of April 27

WEJL Scranton, Pa.—Granted authority to sign-off at 5:45 p.m., EST, for period ending April 30, and sign-off at 7 p.m., EST, for period May 1 through Aug. 31.

Actions of April 24

WMBA Ambridge, Pa.—Granted authority to sign-off at 6 p.m., EST (7 p.m., EDT), for period ending Sept. 30.

KHIT Walla Walla, Wash.—Granted authority to sign-off at 6:30 p.m. for period ending Aug. 31.

Action of April 22

WJAX-FM Jacksonville, Fla.—Granted authority to remain silent for period ending May 23.

Actions of May 1

KTYM-FM Inglewood, Calif.—Granted mod. of cp to decrease ERP to 390 w; increase ant. height to 390 ft.; and change type ant.

KOOO Omaha, Neb.—Granted authority to sign-off at 7 p.m., for period ending Aug. 31.

WCMY Ottawa, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31, except for special events when station may operate up to licensed sign-off time.

WPRE Prairie Du Chien, Wis.—Granted authority to sign-off at 6:15 p.m., CST, for period ending May 31.

WADK Newport, R.I.—Granted authority to sign-off at 7:30 p.m., EDT, for period ending Aug. 31.

WKAI Macomb, Ill.—Granted authority to

Continued on Page 115

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RADIO

Help Wanted

Management

Need assistant manager for station in market of 50,000, within 175 miles of New York City. Require family man with car, recent announcing and sales experience. $6,000 a year plus expense account and override. Eventual full managership certain. Send tape, photo and resume immediately. Box 750K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Need sober, proven station manager who can sell, sell, sell in rough, tough market of New Orleans. All Town and Country music. Past record of performance and all other aspects of applicants will be checked out F.B.I. style. Salary range $9,000 to $12,000 with override above $200,000. Apply by letter only to: Connie B. Gay, Town and Country Network, Inc., 3000 39th St. NW., Washington, D.C.

Sales

Sales opportunity. 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Two qualified salesmen wanted by west coast independent. Station will pay RERB registration fee. Box 635K, BROADCASTING.

Sales opportunity available in long established, mid-Atlantic regional network station. Married, 26-40. Previous experience. Send photo and resume. Box 654K, BROADCASTING.

Salesman wanted by small market Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 731K. BROADCASTING.

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Texas single market station seeking aggressive salesman with substantial small market background including announcing. $100.00 week. References, experience, tape in first letter. All applicants answered. Box 765K, BROADCASTING.

Sales manager. Major central Ohio market. Top money and future for man who loves to sell. Box 791K, BROADCASTING.

Radio salesman in northwest college community of 40,000. We want industrious, reliable, ambitious professional salesman. Box 817K, BROADCASTING.

Florida—If you are an aggressive, experienced salesman and want to live in beautiful sunny, south Florida, earn top salary plus bonuses and commissions, then send your resume, picture and references immediately to Box 539, Hollywood, Fla.

Experienced, aggressive salesman needed immediately by young station. Rapidly expanding market of 15,000. Income will match efforts. Write, wire, call—KCCR, Pierre, South Dakota.

Need experienced salesman-announcer. $75 per week plus commission. 5 kw CBS station, new building, ideal working conditions. Send tape, picture, and application to KOLT, Scottsbluff, Nebraska.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman-announcer. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

I need an experienced sales and public relations man for a new station Chase City, Virginia. Base $100 week and ten percent commission. 18 to 20 hours week on mike. Send full details and tape on first contact to John L. Cole, WMEK, Chase City, Va. All replies will be promptly answered.

Ohio, WWIZ, Lorain's only station. Personal interview necessary.

Managers-Sales managers—sell for the south's top-rated negro station group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunity unlimited for aggressive, executive types between 28 to 39. Send complete resume and photo first letter. McLendon Ebony Radio, Suite 509, Lamar Life Building, Jackson, Mississippi.

Radio time salesman—New York metropolitan area. Opportunity great. Scott: 550 Fifth Avenue, New York City. OX 7-5895.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Country and western dj opportunity with west coast independent. Station will pay RERB registration fee. Box 636K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

Eastern chain needs experienced men. $90 to start, regular raises. Require smooth and enthusiastic professionals. Personal interview also necessary, but first send tape and resume. Box 751K, BROADCASTING.

Announcer for Pennsylvania station. Good pay for experienced man at ten year old independent. Profit-sharing, insurance plan and paid vacation. Box 770K, BROADCASTING.

Needed now. Young dj who wants to learn. You'll handle mobile unit, some news and disc show. Pay not the greatest but hops will help. This is Ohio station that swings. Rush tape to Box 783K, BROADCASTING.

Negro woman—Must have experience broadcasting gospel program. Strong on commercials. Station located eastern metropolitan city. Send tape, past experience and picture. Good pay. Box 803K, BROADCASTING.

50,000 watt outlet in 500,000 plus market needs bright, personable morning man, operate own board. 24-hr. operation, aggressive sales, heavy commercial load. Your ability determines your salary. Rush tape and resume if you'd like to locate in Texas. Box 808K, BROADCASTING.

Have a full staff—but need experienced, ambitious, creative announcer who wants to go far. Will make room for such a man if program conscious and creative minded. Send necessary credentials. Box 816K, BROADCASTING.

Staff announcer, single station market; duties include news plus opportunity for commercial work. Job worth investigating. Box 829K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Major southwest station desires experienced, permanent record emcees. Generous profit-sharing plan. No rock and roll. Some tv. Send record show tape, picture and biography. Box 848K, BROADCASTING.

Immediate openings. Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

KBUD, Athens, Texas needs experienced staff announcer. Prefer applicants from Texas or adjoining states. $325.00 month.

Announcer-Engineer—Must have 1st class ticket but emphasis on voice, light maintenance, experienced. Starting salary $80 per week. Send tape and resume to KNIM, Maryville, Missouri. Tapes cannot be returned.

Increasing one thousand watts. Need first phone deejay interested in sales on commission. Up to $450 per month start plus fifteen percent sales. Red blooded for live people. Newly furnished apartment. Phone, wire, write, KPRK, Livingston, Montana.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Immediate opening! Top Negro dj—personality—program director for Cleveland's only all Negro market station. Send tape, resume to: P. G. Tuschman, WABQ Radio, 2323 Chester Avenue, Cleveland 14. Ohio.

Immediate opening announcer with sports background to handle sports show, play-by-play, live interviews and general routine. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume, or call for interview.

North Florida fulltime network station needs 2 men. 1 combo, announcer-chief engineer. 1 capable announcer. Pleasant living and working conditions. Opportunity for advancement with growing chain. Send tape and references (which will be carefully checked) to Ted Powers, General Manager, WDSR, Lake City, Fla.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Announcer some experience. Preferably single. No Rock n Roll. Must fit into our type operation. Send photo with qualifications. Do not telephone. Salary open. Write: WEPM, Martinsburg, W. Va.

Announcer-salesman. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

Pulse rated #1 "Hot Operation" fulltimer in playground area North Carolina. Looking for young, eager announcer. Send tape, photo and qualifications to WRNB, New Bern.

Ohio, WWIZ, Lorain, salary based on experience.

Announcer-copywriter with good voice and typing ability. First class ticket preferred, but not essential. Capable announcer-operator with first class license. Excellent salary and future. Colorado Network, Montrose, Colorado. Phone Cherry 9-4546. Contact George Cory.

"Radiomanship Guide"; "2400 Anecdotes"; "Comedy Hints"; $2.95: "Deejay Gags by Hiley"; "Two comedy patter books"; "Comedy Hints"; $5.25. DeBu Features, 20 E. Huron, Chicago, Illinois.

Help Wanted—(Cont'd)

Announcers

TV station has openings for announcers with or without tv experience. Good voice and neat appearance a "must". Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.

Hawaii: Number one station in the 50th State offers opportunity for announcer. Must have crisp, clever top 40 style delivery. Production ability an asset. Applicants Pacific Coast States preferred, but not necessary. Details first letter with tape. Air mail % P.O. Box 1479, Honolulu.

Technical

Midwestern regional station has opening for engineer with control room and transmitter experience. Good opportunity and starting salary. Write Box 819K, BROADCASTING.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

Experienced man first class license. Capable making equipment installation and maintaining station 1st class technical condition. Car necessary. Permanent job for right man. Send photo with qualifications. Do not telephone. Small amount of announcing required. Start $100 per week. Write: WEPM, Martinsburg, W. Va.

First class engineer opening July 1. Some air time. Radio WPDM, Potsdam, New York.

Engineer-announcer. Good daytime station. Good town. P.O. Box 497, Trenton, Missouri.

Engineer-announcer, good air salesman able to keep up routine maintenance and repair. Equipment in good condition now. J. B. Delzell, Georgetown, S.C.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Immediate opening for fulltime, experienced news director. Tell all in your letter. Send tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced traffic girl for top rated independent major market. Ideal working conditions, beautiful city, all benefits. Send full information and photo. Box 725K, BROADCASTING.

Attention all top Storz and McLendon type program directors. Have immediate opening at executive salary for right man to program top rated independent. Must have proven record. Send full information, photo, tape, immediately. Box 726K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced. Prefer good announcing voice. Box 852K, BROADCASTING.

Newsman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

Immediate opening Michigan. Copywriter experienced. Contact Leo A. Jylha, WBCM, Bay City, Michigan.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

Ohio, WWIZ, Lorain, program director.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

General manager topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager-top radio-family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

Want top sapient savvy running your station? With authenticated management history, here is a man available for solid opportunity regional-small markets south of D.C. Box 767K, BROADCASTING.

Manager/sales manager. 9 years. Experienced all phases of small to medium size markets. First phone, good announcer. Now operating successful small market in the southwest; station changing hands and will be operated by new owners. 29 years old, sober and have good references. Available June first. Prefer Texas. Box 790K, BROADCASTING.

General manager available for small or medium market. Eleven years radio. Presently commercial manager. Chicago. Want smaller market again. 35, married. Box 795K, BROADCASTING.

Station manager or commercial manager available. Finest references from present employer. Sale of station reason for move. Contact Box 799K, BROADCASTING.

Aggressive, young sales manager will relocate for solid opportunity. Prefer western states. Excellent references. Box 822K, BROADCASTING.

Eleven years in radio-tv. All phases. Announcing, sales, programming, management. Single station and highly competitive markets. 35 years old, married, one child. Prefer small station management in upper midwest. Box 826K, BROADCASTING.

General manager. Very successful in small market. Know all phases: Sales, play-by-play, programming. ticket, award winning announcer. Active community, state and industry affairs. Desire salary and percentage or possibility of investment to acquire stock. Minimum $750.00 month. Box 843K, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 852K, BROADCASTING.

Manager/Sales executive: Now employed as over-all supervising-director for eleven radio and television properties. Veteran experience; high caliber reputation and record of sales results. Tired of constant travel; seeking quality association. Confidential. Box 857K, BROADCASTING.

General manager available June 1st. Fifteen years experience from ground up. Have proven sales abilities. Would consider management-part ownership. Family man. Forty years of age. Prefer Georgia but would consider any Southern state. Box 859K, BROADCASTING.

Sales

Salesman/announcer. Good general background, capable for switch to broadcasting. Box 807K, BROADCASTING.

Announcers

Female, announcer plus. Good background. Women's programs, plus. Reliable, versatile. Box 697K, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board. Steady, creative. Cooperative. Box 698K, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 700K, BROADCASTING.

Announcer, young. Eager to learn. Cooperative. Prefer Penna. Operate board. Box 701K, BROADCASTING.

Country/western music. My strongest suit. Capable-staff controls, sales. Box 703K, BROADCASTING.

Negro announcer/dj intelligent, versatile. Good background. Salesman. Handle controls. Box 704K, BROADCASTING.

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HERE'S PROOF . . . that Grantham students prepare for F. C. C. examinations in a minimum of time. Here is a list of a few of our recent graduates, the class of license they got, and how long it took them:

	License	Weeks
Roy E. Alexander, Pikeville, Kentucky	1st	12
Robert J. Conley, 129 W. 46th St., New York 36, N.Y.	1st	14
W. R. Smith, 1335 E. 8th St., Long Beach, Calif.	1st	12
Howard E. Martz, 301 S. Penn St., Fairmount, Ind.	1st	24
James D. Hough, 400 S. Church St., East Troy, Wisc.	1st	12
Odie B. Perry, Jr., Rt. #3, Zebulon, N.C.	1st	12
Milton C. Gee, Rt. #1, Washington, N.J.	1st	11

MAIL COUPON TO SCHOOL NEAREST YOU

(Mail in envelope or paste on postal card)

To: **GRANTHAM SCHOOL OF ELECTRONICS**
821-19th, NW Washington • 1505 N. Western Hollywood • 408 Marion Seattle

Gentlemen:
Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name _____ Age _____
Address _____
City _____ State _____
I am interested in: ☐ Home Study, ☐ Resident Classes **99-E**

Situations Wanted—(Cont'd)

Announcers

Personality dj, program director. Six years experience. College. Seeking permanent position with power station, radio and/or tv. Previous experience includes 250-50,000 watters. Married. Available June 1st. Box 708K, BROADCASTING.

Announcer—Radio school graduate. professional training all phases. Operate board. Tape, resume available. Box 709K, BROADCASTING.

Two air salesmen; top rated personalities with 12 years experience, one strong on news, sports—one strong on production. Both familiar with all music. Box 794K, BROADCASTING

Mature professional knows good music and production. Smooth voice, seven successful years in large market doing adult appeal programming. College, conscientious, references. Presently employed, will relocate to better market. Request personal interview, will forward resume and tape upon consideration. Details Box 796K, BROADCASTING.

Top flight announcer personality—7 years radio-tv. Presently freelancing Philadelphia. Morning or afternoon show specialist. Desire solid position metropolitan market only. Box 797K, BROADCASTING.

Professional disc jockey ready to move up in midwest opening with commercially minded, progressive operation. Disc jockey-businessman. Experienced, sophisticated delivery. Commercial success, presently sold out on the air. Veteran, university graduate. Box 805K, BROADCASTING.

Experienced announcer, sales, wants permanent position; no top forty stations. Box 806K, BROADCASTING.

Student. Announced three years at college station. Desires summer replacement position. Write well. Box 812K, BROADCASTING.

Pair of humorous dj's. Desire team job. College radio experience. Just listen to our tape. Box 813K, BROADCASTING.

Announcer-dj with first phone, excellent voice, would like to relocate. Presently dj at 5 kw, no maintenance. Box 815K, BROADCASTING.

Announcer young, experienced. Seeks larger market. Box 818K, BROADCASTING.

Top news man available, recognized by Press Association. Gather, edit, air either radio or television. Twenty years experience. Tape, recommendations, picture available. Prefer Florida, southeast. Presently employed. Box 831K, BROADCASTING.

Stop the music. Announcer with 8 months experience. Beautiful authoritative voice. Desires position as dj, free to ad-lib. Apt 219, 3000 Connecticut Ave., N. W., Wash., D. C., HO 2-4300. Box 832K, BROADCASTING.

Radio-tv newsman, 27, MSJ Northwestern, employed, looking for job with a challenge in Western U. S. Box 833K, BROADCASTING.

Michigan—want to relocate in. Two years commercial experience as dj and newsman. Married. University graduate. Tape, resume available. Box 835K, BROADCASTING.

First phone deejay/newsman. Experienced. $100 forty hours. Presently employed. Box 836K, BROADCASTING.

Staff announcer—28, single, reliable, King's English, authoritative news, light experience. Prefer northeast. Box 838K, BROADCASTING.

Young man, 24, veteran, seeking opportunity as beginning sportscaster. Thoroughly trained in all phases of broadcasting. Box 839K, BROADCASTING.

Recent young graduate of broadcasting school—personality plus! Wishes to obtain job as announcer-dee-jay. Box 844K, BROADCASTING.

Young announcer. Mature voice, Skillfully trained. College background. Sincere pitch. Tape on request. Box 845K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention Florida, announcer-dj, young, experienced, tape and resume. Box 846K, BROADCASTING.

Three years dj—announcer. Authoritative newscaster, relaxed personality, convincing sell; Excellent voice, appearance, references. University grad, draft exempt. Go anywhere for right offer. CHarter 6-2065, New Jersey or Box 854K, BROADCASTING.

First phone airman. Experienced all phases. Will accept trial basis. Box 837K, BROADCASTING.

Versatile radio-tv announcer, six years experience. Sports, news, dj, tv director. Box 861K, BROADCASTING.

Top young negro disc jockey. "The Junior King of Rock n Roll". Experienced. Travel. Box 854K, BROADCASTING.

Looking for new talent, good production and potential? No experience. Married. Vet. Box 872K, BROADCASTING.

Sport announcer. Married, veteran. 5 years experience. Strong on the three major sports, copywriting. Box 873K, BROADCASTING.

Bright, young man desires 1st job as announcer. Hard worker, with sincere delivery. Limited experience at local 1000 watter. Will travel. Draft exempt. Proctor L. Dutton, Springfield, Vermont.

"Rise an' Shine" pepper in the ayem . . . or a relaxed deep-voiced, mature-minded, sho-biz, nite-time fella. Two years in the business. Available and cooperative. Call Johnny Edmund, 42402 or 214 W. 11th Street in Wellston, Ohio. Salary open. What have you?

Experienced announcer. Strong on news, pop, country and gospel music. Family man. Desire Georgia, Tennessee or Alabama. Phone Wes Hendrix, Rockmart, Georgia 2870.

Staff announcer. Recent graduate of Midwestern Broadcasting School. College education. Single. Will locate anywhere. Prefer small market. Ambitious and capable. Tape and resume available. Jack Miller, 4844 W. Arthington, Chicago 44, Illinois. Esterbrook 8-6173.

DJ-announcer. One year experience working eastern market. Married. Available immediately. Guy Moody, 1425 Broadway, New York City. JU 2-2800.

Situations Wanted—(Cont'd)

Announcers

Announcer, 1st phone, $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Alert dj eager to ring up sales for big station with hep ideas. Present position pleasant but without opportunity in my best line. More than ten years experience (still young). If interested call, write my present employer, Dick Smith, Mgr., Radio—KMBC, Kansas City, Missouri.

About-to-be air salesman. Have first ticket, need first job; prefer California station that wants genuine listener-attracting wit. Miles Swayer, 850 Wisconsin, San Francisco, California, AT-2-9946.

Personality announcer and air salesman with distinctive delivery. Young, ambitious to progress. Will travel. Ron Thorne, 2604 W. Montana, Peoria, Illinois. Phone 7-4031.

Announcer-dj. Fine background. Smooth, crisp delivery for "on the air" sellability. Family man, 29, versatile and dependable. Sales also. Locate anywhere. Stability a "must". Bob Walzer, 10812 S. Ridgeway, Chicago, Ill.—PRescott 9-6557.

Now, staff man, CBS affiliate, news plus the guldarnest disc show you ever heard. Station victim of depressed area. Along with other staff members am seeking relocation, preferably within 200 miles of N.Y.C. One of country's top ten negro deejays. Call or wire WJLS, Beckley, West Virginia.

Technical

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

Experienced first phone engineer. Do anything except announce. Available immediately. Box 792K, BROADCASTING.

Chief engineer-announcer thoroughly experienced construction and maintenance am da fm and mobile. Married, sober, prefer technical, will accept combo. Good reason for change. Texan, will move. Box 824K, BROADCASTING.

Chief engineer-announcer. Good morning man. Experienced directional. Desire position in south with no Saturday or Sunday announcing. Box 850K, BROADCASTING.

TO A SINGLE OR MULTIPLE STATION OPERATOR

Are You Looking for a General Sales Manager who

will increase your revenue

can manage your operation(s) someday with your own vigilance for profits, efficiency and quality.

knows how to keep national reps on their toes with personal calls and fact-filled data that agencies and accounts buy from.

applied new sales concepts and successfully directed sales for 50 kw when rate was 3 to 4 times higher than closest station in 12 station, 6 million market.

will initiate or rigidly maintain one-rate card.

never sold ratings and can eliminate most merchandising expenses without sales loss

offers you next 30 years (Lord willin') in exchange for chance to participate in profits and purchase part ownership.

needs chance to earn around $20,000 first year.

has 10 solid years experience, management and sales in radio, advertising, food and appliances, married, BA.

AVAILABLE FOR PERSONAL INTERVIEW—NOW.

Box 774K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Seattle-Tacoma area. First phone, presently employed, 2 years transmitter engineer 5 kw directional, maintenance, light announcing. Box 841K, BROADCASTING.

Chief engineer-announcer. Top announcer and engineer. $125 minimum. Tape on request. Box 851K, BROADCASTING.

First phone desires employment. No experience, willing to learn. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

Radio chief or tv technician, seven years radio, one tv. Joe McClain, WLW-I, Indianapolis.

First phone. 1½ years educational fm. Junior college graduate. Available immediately. Single, will travel. Also can do construction work. Gary Smith, 10603 Olive, Temple City, California.

Production-Programming, Others

Manager-program manager. 18 years radio-tv. All phases of business in all size markets. 38 years old. Much executive and administrative experience. College. Best references. Box 779K, BROADCASTING.

Program - production manager - announcer. Heavy sports, play-by-play included. Revenue ideas. Married. Age 34, college. Prefer small-medium market. Box 814K, BROADCASTING.

Five years announcing—sales. Want program director post in Ohio. Others considered. $125—Contract. Box 863K, BROADCASTING.

Gal Fri. Recent radio-tv school graduate, all phases broadcasting, production. Bright, conscientious, attractive. Resume, tape, references. Box 869K, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Exceptional opportunity for effective and experienced sales manager in large Texas market vhf. Box 760K, BROADCASTING.

Announcers

Persuasive air-salesman for south Texas vhf. Box 762K, BROADCASTING.

Announcer-switcher for Texas station. Box 764K, BROADCASTING.

TV announcer for commercial duties, news, weather who can also assume copywriting duties. New NBC affiliate in midwest. State salary requirements. Reply to Box 800K, BROADCASTING.

Fastest growing tv outlet in the south has opening for experienced on-camera and booth man. Will consider neat appearing radio man with no tv experience. Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.

Technical

Chief engineer—for community television system in southern city. $700 monthly. Good television maintenance ability only requirement. We will finish your training on the job. Plenty of technical assistance available. Completely supervisory position. Box 786K, BROADCASTING.

Southeastern seacoast vhf station. Opening for transmitter-studio control engineer. Must have technical ability to correct equipment failures. Send complete background resume, availability, and salary requirements for 48 hour week. Reply to Box 803K, BROADCASTING.

Two television technicians wanted at once by full power station in midwest. Good chance for advancement by well grounded men. Please send complete resume and state starting wages expected to Box 820K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Promotion and presentation writer-designer wanted by southwestern station. Box 761K, BROADCASTING.

Texas vhf needs experienced staff artist with high degree of creativity. Box 763K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

Experienced commercial copywriter for top Miami television station. Prefer station experience in stations doing most of own copy work or major radio experience in same type of station. Submit resume, copy samples and salary expected to Personnel Director, WTVJ, P.O. Box 2770, Miami 31, Florida.

Continuity writer: to join writing staff of midwest tv station. TV experience not necessary, must have radio or school background. Send sample copy and personal data to Jack Kelin, Program Director, WTVO, Rockford, Illinois.

Situations Wanted

Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Experienced salesmanager (12 years). Seeking position with income and advancement based on ability. Box 669K, BROADCASTING.

5½ years in tv sales in highly competitive market. Ready for sales manager. 11 years total experience in all phases radio and tv. 35 years old, married, one child. Looking for secure position in upper mid-west. Box 827K, BROADCASTING.

Sales manager-General manager. Ten years experience. All phases television. Strong on national spot. Thorough working knowledge New York along with Chicago and other midwestern agencies. Know all departments of station operation. Network experience. Can work staff and self hard and maintain good morale. Profit conscious. Best industry references. College graduate. Early thirties. Family. Prefers midwest or northwest. Box 860K, BROADCASTING.

Sales

Young, aggressive salesman, experienced in highly competitive market. Desires Rocky Mountain or western market. Box 802K, BROADCASTING.

Announcers

Top announcer, on camera personality. 7 years experience. Presently freelancing Philadelphia. Desire solid position metropolitan market. Box 798K, BROADCASTING.

I am a Canadian woman commercialist who has received special training in this field and in audio, as well as in continuity writing, but I have had little experience. My age is twenty and I am a professional singer and model. I desire employment as a television commercialist if possible. Box 810K, BROADCASTING.

Capable, sincere, experenced announcer. Able to handle spots—news—weather—late shows. Proven results—Best references. Currently in major market seeking advancement. Personal interview desired. Box 823K, BROADCASTING.

Situation Wanted—(Cont'd

Announcers

New station? Let me embark in television with you. Good delivery and appearance. Radio Experience. Box 865K, BROADCASTING.

Experienced and schooled in most phases of television and cinematography plus good voice and "on camera" news presentation. Young man presently with big aircraft manufacturer as writer-director of motion picture desires return to television—southwest. Pix, tape and resume upon request. Box 849K, BROADCASTING.

Paste-up type news announcing stint. Youngish, clean-cut, serious appearance. Good elivery. Radio announcing experience. Desire to enter television. Box 866K, BROADCASTING.

Technical

Chief engineer. 9 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 771K, BROADCASTING.

College-man—seeking summer position. 5 years technical and on-the-air experience. Will travel. Box 778K, BROADCASTING.

TV engineer. Experienced studio-transmitter. Desires permanent position any location. Box 793K, BROADCASTING.

Chief engineer, 11 years tv experience, 9 years supervisory. Administration, maintenance and construction. Best references, available for interview. Box 825K, BROADCASTING.

Vacation relief, first phone, two years experience tv and am. College junior EE. Excellent references. Edward Westenhaver, RFD 2, Box 471, Auburn, Alabama.

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

TV program and production manager. Ten years experience. Currently heading own agency but desirous of getting back in tv harness. Willing to locate anywhere. Box 732K, BROADCASTING.

Versatile production man. B.S. in Television. Limited experience, but unlimited ambition. Available immediately. Write D. L. Slater, 1705 Locke Avenue, Waterloo, Iowa.

FOR SALE

Equipment

Transmission line. 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

Schafer program automation deluxe package including program preparation unit, plus Schafer remote control model 400R, relay tester and spare relays. All new (delivered just before Chicago Convention) never used. $11,712.00 value at substantial saving, all or part. Inquiries invited. Box 766K, BROADCASTING.

FM-GE BT-1A 1 kw fm transmitter. Presently on air. In A-1 condition. $2,600.00. 2 Ampex 300 tape recorders in good shape. $850.00 each. Reply to Box 804K, BROADCASTING.

General Radio 475-C frequency monitor with 681-B deviation meter. Rust 108-14 A.M. remote control R. F. preamplifier tuned for 1330 kc. Collins tower lighting choke. Three wire type. Box 834K, BROADCASTING.

Nineteen 600 MA regulated power-supplies, identical to RCA WP-33 rack mounted. Excellent condition. Also other tv equipment. Make an offer Plaza 7-3721 NYC or Box 870K, BROADCASTING.

Two field-type RCA chains; lights, mikes, Rek-O-Kut turntables, transcription arms, etc. Box 871K, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

10 kilowatt RF power amplifier and power supply. In original crates. Never been used. Attractive price. 964 Pinocchio Drive; Salt Lake City, Utah.

Western Electric 25B speech imput console, includes pre-amps, power supply—complete, ready for installation. You pay shipping charges. $350.00 will buy. KLEO, Wichita, Kansas.

Two Tapak duplex newscaster recorders, like new condition, cost $349.50, send best offer to KRCO, Prineville, Oregon.

Two Gates CB-11 three speed turntables. KXIT, Dalhart, Texas.

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina

172 foot guyed steel tower. Available soon. Has withstood 125 MPH wind. Write WLPM, Suffolk, Virginia.

250' guyed antenna in excellent condition. WNVY, Pensacola, Fla.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1263.

Tv—fm—am transmitters, cameras, studio equipment, terminal equipment, microwave relay, etc. If you need anything in broadcast lines please contact us. Technical Systems, Inc., 12-01 43rd Ave., L.I.C. 1, N.Y.

$15,000 worth 6⅛" RCA transmission line and hangers bargain at $3,000 fob Buffalo, New York. 30 lengths MI 19387-1 and MI-19387-1NA. 25 6⅛" expansion hangers MI-19314-32. 1 elbow MI-19387-2. 2 elbows MI-19387-6. Formerly used Channel 17 by NBC. Will provide SWR measurements made by General Electric engineers April 1959. Excellent condition. Transcontinent Television Corporation, 70 Niagara Street, Buffalo 2, New York, telephone MOhawk 2300.

WANTED TO BUY

Stations

Revenue problems? Will invest and contribute successful management experience. Top records in revenue expansion. Box 769K, BROADCASTING.

Experienced owner and operator desires to buy metropolitan am station at unusually low down payment and long terms. Willing to pay premium price. Confidential. Box 801K, BROADCASTING.

Small. Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Responsible radio-television executive interested in buying Arizona—New Mexico radio station. Box 830K, BROADCASTING.

Former radio station owner will buy or participate in radio station or CP in South. Prefer Georgia, but will consider others. Modest down payment. Only realistic priced properties considered. Give 1958 gross-net in first letter. All replies confidential. Box 858K, BROADCASTING.

Financially sound owners of small market Louisiana and Texas stations interested in purchase of single market station in Louisiana, Texas, Arkansas. Strict confidence assured. Ralph L. Hooks, KDLA, P. O. Box 46, DeRidder, Louisiana. Phone 7600.

WANTED TO BUY

Equipment

Dry modulation transformer for a 10 kw, BTA 10-F RCA broadcast transmitter using two 892-R tubes on Class "C". Box 652K, BROADCASTING.

Disc cutter, Presto 6N or equal, equipped with standard and microgroove feed screw (model SM) with or without amplifier. Box 811K, BROADCASTING.

Everything from microphones to antenna for 250 watt am station. Box 842K, BROADCASTING.

1 kw transmitter, dual or single channel board, not over 5 years old. Chief Engineer, KWBY, Colorado Springs, Colorado.

Urgently need tv cameras, all makes, models, any condition. Video and audio consoles—fm—am—tv transmitters, film chains. All type of studio and transmitting equipment. Technical Systems Inc., 12-01 43rd Avenue, L.I.C. 1, N.Y.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Sales

SALES ENGINEER

Broadcast equipment manufacturer has immediate opening for sales engineer to travel and call on radio stations in Pennsylvania. This is a once-in-a-lifetime opportunity. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

Box 748K, BROADCASTING.

Announcers

OPPORTUNITY
LIVE WIRE DJ
OR TEAM OF TWO
Prominent N.E. Station
Send Tape
Box 840K, BROADCASTING

Situations Wanted

Announcers

SPORTS

Play-By-Play Man Available
For Collegiate or Network Broadcasts

Charles N. Jones
"Arkansas' Ace Sportscaster"

Seven years experience in Radio and TV coverage of Football, Basketball, Baseball, Golf and Tennis.

Toastmasters International Speaking Champion—1957

For further information write:
Charles N. Jones
KFPW - Radio
Fort Smith, Arkansas

TELEVISION

Help Wanted

Sales

TV STATION

in booming 2-station market **in West Texas has excellent opportunity for experienced local salesman. Established billings for the right man. Immediate start. Send full details and photo to**

BOX 867K, BROADCASTING

Situations Wanted

Production-Programming, Others

Available for
TV-RADIO ADVERTISER

Administrative assistant to relieve busy executive of big bulk detail on TV-Radio operations.

- solid TV-Radio experience in 4A advertising agencies
- equipped to check and recheck estimates, schedules, costs, ratings, programming, time opportunities, etc.
- experienced in efficient and economical national timebuying methods for sales results based on spot timebuying background experience.
- Have proved diplomacy, and personality to act as liaison with advertising agency.

Details on request. Salary open to discussion.

Box 855K, BROADCASTING

Situations Wanted—(Cont'd)

Production-Programming, Others

Available for TV-Radio Station Operations

GAL FRIDAY

Administrative assistant to sales manager in station operations for bigger net gains. Traffic, scheduling, research, programming, budgets, administrative details, etc. Imaginative and flexible. Interested in selling. Solid experience in 4A advertising agencies. National TV-Radio spot timebuying background—broad contacts.

Box 856K, BROADCASTING

FOR SALE

Equipment

FOR SALE EQUIPMENT

Ling low cost TV broadcast equipment (Channels 7-83). Complete including transmitter, live cameras, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses, Vidicon tubes, Vidicon cameras for broadcast use, Video cables, connectors, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

FOR SALE—(Cont'd)

Equipment

450-FOOT EMSCO TOWER

40 lb. windloading, complete with lighting, guys, foundation and erection plans. Also 900 feet 3⅛-inch transmission line in 20-foot sections with interconnectors, dual hangers, and elbows. Sacrifice price for quick sale.

Contact John Adams
Technical Supervisor

KFDX-TV

Wichita Falls, Texas
Box 2040 — Phone 692-4530

STATIONS • FOR SALE

500-WATT DAYTIMER

in metropolitan area of Arkansas. Dept free. $36,000 cash buys 100% of stock.

Box 847K, BROADCASTING

Licensed Station Brokers . . .

California	250 watts	$40,000
Arizona	5000 watts Days	$175,000
Arizona	1000 watts	$75,000

WILT GUNZENDORDER AND ASSOCIATES

8630 W. Olympic Los Angeles 35

FOR SALE

TV OR FM TOWER

Priced to Sell

400 ft. Stainless Triangular Guyed Tower.

Only Four Years Old
Will support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write Box 681K, BROADCASTING

1000 WATT DAYTIMER

Station in fast growing central Florida city. One other 250 watter in city. More than 25,000 people live within the city, and more than 100,000 live within a 15 mile radius. This station has an unlimited potential. Price $85,000 one-third down, balance over 10 years at 6 per cent. Write

Box 868K, BROADCASTING.

Southern regional daytimer. Making money. Top medium market. Valuable real estate included. $97,500, 29% down, 10 yrs. payout* Southwest fulltimer, top semi-major market. In the black. $149,500, 29% down, 10 yrs. payout.* Southwest regional fulltimer. Semi-major market. Making money. $180,000, 29% down, 7½ yrs. payout. * To BUY or SELL a radio or TV station, see: Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

Ind.	Small	1kw-D	$158M	terms
La.	Single	250w-D	35M	terms
Fla.	Small	5kw-D	115M	terms
Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Small	VHF-TV	450M	terms
S.W.	Small	AM-TV	375M	terms

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If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

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If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
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Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

Continued from Page 108

sign-off at 6:05 p.m., CST, for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

KXGI Fort Madison, Iowa—Granted authority to sign-on at 5:30 a.m., sign-off at 7:00 p.m., weekdays and sign-on at 7:30 a.m., signoff at 6:15 p.m., Sundays through Aug. 31.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for May 14 in proceeding on applications of North Shore Bcstg. Inc., and Suburbanaire Inc., for am facilities in Wauwatosa and West Allis, both Wisconsin. Action May 4.

By Hearing Examiner Thomas H. Donahue

Pursuant to agreement reached at May 4 prehearing conference in proceeding on am applications of Cannon System Ltd. (KIEV), Glendale, Calif., et al., scheduled following timetable of dates which will govern future course of proceeding: May 14 oral argument on motion by Southland Communications Co., Anaheim, for leave to amend; June 29 exchange of non-engineering testimony; and continued hearing from May 18 to July 13. Action May 4.

Issued memorandum of ruling granting request by Pan American Radio Corp., Tucson, Ariz., to delay action on petition by Broadcast Bureau to place its am application in pending file and for issuance of limited decision. No action will be taken prior to May 28. Action April 29.

By Hearing Examiner Charles J. Frederick

Scheduled prehearing conference for 2 p.m., May 6, in proceeding on am applications of Alkima Bcstg. Co., West Chester, Pa., et al. Action May 5.

Granted motion by Ox-Wall Products Mfg. Inc., Oxford, N.J. for continuance of hearing from April 30 to May 14 in matter of cease and desist order to be directed against Ox-Wall for operation of industrial heating equipment in violation of Part 18 of Commission's rules. Action April 27.

By Hearing Examiner Millard F. French

By agreement of parties in Lake Charles-Lafayette, La., tv ch. 3 proceeding, scheduled further prehearing conference for 9:15 a.m., May 5, and extended time for exchange of exhibits between parties from May 6 to May 13. Action April 30.

Scheduled prehearing conference for 9 a.m., May 14 in proceeding on am applications of Graves County Bcstg. Inc., Providence, Ky., et al. Action April 29.

Granted petition by Evangeline Bcstg. Inc. for leave to amend its application for new tv station to operate on ch. 3 in Lafayette, La., to show its new corporate secretary and director. Action April 28.

By Hearing Examiner Isadore A. Honig

Issued order following prehearing conference formalizing certain agreements reached in proceeding on am application of Sussex County Bcstrs. (WNNJ), Newton, N.J.; continued hearing from May 27 to June 9. Action May 4.

By Hearing Examiner Annie Neal Huntting

Granted petition by WJMJ Broadcasting Corp., for leave to file late its proposed findings of fact and conclusions in proceeding on its application and that of Young People's Church of Air Inc., for fm facilities in Philadelphia, Pa. Action May 4.

Granted petition by Louis W. Skelly, Conneaut, Ohio, for continuance of dates for various procedural steps in proceeding on its am application and that of Mon-Yough Bcstg. Co. (WMCK), McKeesport, Pa.; continued hearing from June 1 to June 17. Action April 29.

By Hearing Examiner H. Gifford Irion

Granted petition by Broadcast Bureau for extension of time from April 27 to May 14 to file proposed findings in proceeding on am application of Booth Bcstg. Co. (WBBC), Flint, Mich. Action April 29.

By Hearing Examiner Jay A. Kyle

Scheduled hearing for June 5 in proceeding on application of Easton Bcstg. Co., for am facilities in Easton, Md. Action May 5.

Dismissed as moot petition by Malrite Bcstg. Co., Tiffin, Ohio, to enlarge issues re application of Dale Windnagel, former competing applicant in am proceeding; application dismissed April 2. Ann. May 1.

By Hearing Examiner Forest L. McClenning

By order formalized certain agreements reached at April 29 prehearing conference, and continued hearing from May 26 to June 23 in proceeding on application of Southbay Bcstrs. for am facilities in Chula Vista, Calif. Action April 30.

By Hearing Examiner Herbert Sharfman

On oral request of counsel for Jane A. Roberts, extended time for filing reply findings of fact and conclusions from May 4 to May 13 in connection with hearing on her application for license of KCFI Cedar Falls, Iowa. Action May 1.

By Hearing Examiner Elizabeth C. Smith

On petition by Southern General Bcstg. Inc. (WTRO), Dyersburg, Tenn., continued hearing to June 4 on its am application. Action May 4.

Scheduled prehearing conference for 2 p.m., May 8 in proceeding on applications of George T. Hernreich and Patteson Brothers for new tv station to operate on ch. 8 in Jonesboro, Ark. Action May 1.

License Renewals

Following stations were granted renewal of license: KADA Ada, KOCY Oklahoma City, KSIW Woodward, KBIX Muskogee, KUSH Cushing, KWCO Chickasha, KGWA Enid, KWOE Clinton, KNOR Norman, KWSH Wewoka, KCCO Lawton, KOLS Pryor and KWON Bartlesville, all Oklahoma. KRNY Kearney, KOGA Ogallala, KODY North Platte, KNEB Scottsbluff, WJAG Norfolk, KWBE Beatrice, KRGI Grand Isle, KOIL Omaha, KMMJ Grand Island, KLIN Lincoln, KHUB Fremont, KHAS Hastings, KBRL McCook and KBON Omaha, all Nebraska. KAKE Wichita, KARE Atchinson, KFBI Wichita, KFH Wichita, KNCK Concordia, KGNO Dodge City, KSAL Salina, KVGB Great Bend, KWBB Wichita, and KOFO Ottawa, all Kansas. WTIM Taylorville, WAAF Chicago and WCRW Chicago, all Illinois. KOLR Sterling, KCOL Fort Collins and KFKA Greeley, all Colorado. WHOT Campbell and WONE Dayton, both Ohio. KGHL-AM-TV Billings, KOOK Billings, KPRK Livingston and KOJM Havre, all Montana. KYNT Yankton, KRSD-AM-TV Rapid City and KDSJ Deadwood, all South Dakota. KMRS Morris, WISK St. Paul and KBUN Bemidji, all Minnesota. WCKI Greer, S.C.; WAIP Prichard Ala.; KUDL Kansas City, Mo.; WDSM Superior, Wis. and KNDC Hettinger, N.D.

NARBA Notifications

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

560 Kc

CFOS Owen Sound, Ont.—1 kw, DA-2, Unl. Class III. Now in operation.

1150 Kc

CHSJ Saint John, N.B.—10 kw D, (PO: 1150 kc, 5 kw DA-N), DA-2, Unl. Class III. EIO 4-15-60.

1220 Kc

CKSF Cornwall, Ont.—1 kw, DA-2, Unl. Class II. Now in operation.

1230 Kc

CKSF Cornwall, Ont.—0.25 kw, Unl. Class IV. Delete assign. vide 1220 kc.

1240 Kc

St. Hyacinthe, P.Q.—0.25 kw, Unl. Class IV. EIO 4-15-60. New.

1450 Kc

CFJR Brockville, Ont.—1 kw D, 0.25 kw N, DA-D, ND-N, Unl. Class IV. EIO 4-15-60.

1470 Kc

Pointe Claire, P.Q.—1 kw, DA-2, Unl. Class III. EIO 4-15-60. New.

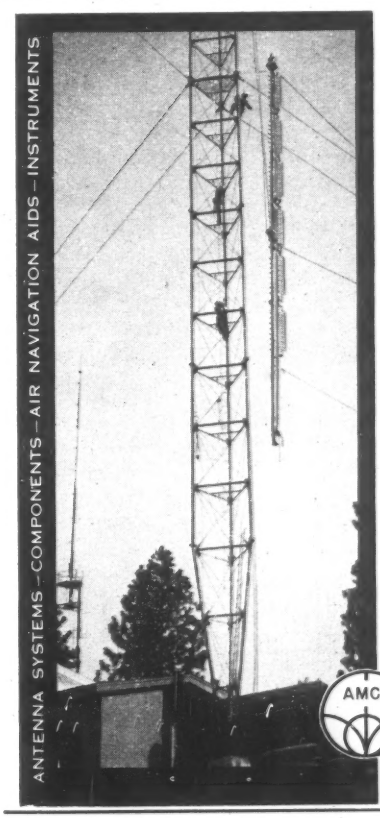
CFOS Owen Sound, Ont.—1 kw, DA-N, Unl. Class III. Delete assign. vide 560 kc.

1570 Kc

St. Hyacinthe, P.Q.—5 kw, DA-N, Unl. Class II. EIO 4-15-60. New.

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy
of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places
men and women in
TOP JOBS
Next term starts May 29. Send for
folder and list of positions available.
Call DEcatur 2-5580



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
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. . . have been proven in service.

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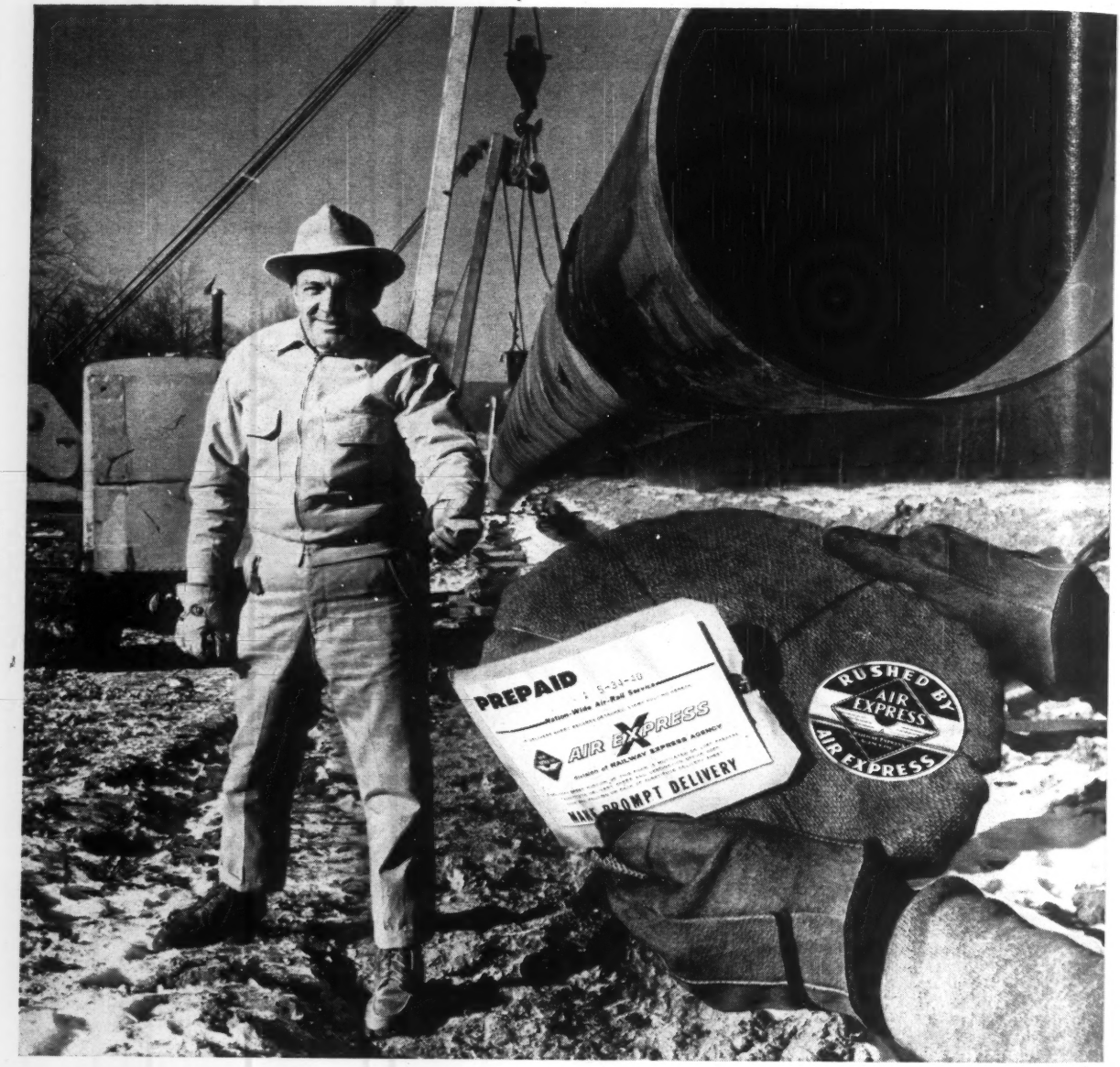

Pipeline to new savings . . . low cost Air Express

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

Wgt.	City to City...Door to Door	Miles	Cost	You Save
10 lbs.	NEW YORK to MOBILE	1,063	$5.38	$1.13 to 8.00
15 lbs.	DENVER to DALLAS	656	5.15	1.40 to 7.40
20 lbs.	CINCINNATI to BALTIMORE	521	4.92	2.53 to 6.38
25 lbs.	ATLANTA to GALLUP, N. M.	1,421	12.85	2.70 to 9.43

A gas pipeline costs $125,000 an average *mile* to build. It snakes through as many as 14 states. And vital parts must be delivered all along the line. Delays can cost thousands of dollars. So builders turn to Air Express for on time delivery—and open a "pipeline" to *new savings* with low Air Express rates! . . . See the chart on left for *your* savings.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS . . . division of **RAILWAY EXPRESS AGENCY**

OUR RESPECTS TO . . .

John Morgan Davis

It's hard to tell to what extent John Morgan Davis found his legal and political careers to be stepping stones to broadcasting or discovered broadcasting augmented his efforts in politics and the law. But there's no trouble arriving at the conclusion that he has been remarkably successful in all.

At this point in his lifetime of multiple activities, Mr. Davis, at 52, is lieutenant governor of Pennsylvania, elected in last November's Democratic sweep for a four-year term. He is controlling owner of WALL Middletown, N.Y., and WSPB Sarasota, Fla., both 250-w fulltimers. He has behind him three decades in broadcasting, from announcer to sales and executive positions and finally to station ownership, and almost the same length of time at the bar, topped off by nearly seven years on the bench.

He was born Aug. 9, 1906, in Shenandoah, Pa., went to high school in Reading, received a B.S. degree in economics from the U. of Pennsylvania's Wharton School of Finance & Commerce in 1929 and was awarded his LL.B. degree from the university law school in 1932.

Behind the Mike • Mr. Davis entered broadcasting while a student in November 1929, serving without pay as an extra announcer for WLIT Philadelphia. He also announced special programs at WRAW Reading and WIP and WHAT in Philadelphia until January 1931, when he hit the money: he began fulltime announcing, for pay, at WCAU Philadelphia.

One of his associates at WCAU was chief announcer Paul Douglas, now of the movies. In late 1931 he took over as night supervisor at WCAU, becoming a freelance announcer shortly before receiving his law degree in June 1932.

Mr. Davis claims credit for scooping the nation while at WCAU in announcing the celebrated Lindbergh baby kidnaping. He also worked with the late Boake Carter in news reporting on the Lindbergh case.

From 1932 to 1937 he combined his law practice with that of salesman for WCAU, WLIT, WDAS, WHAT, WFI, all in Philadelphia, and WRAW. For a short time he was radio director of John Falkner Arndt advertising agency in Philadelphia.

Ownership Interest • When WLIT and WFI were merged to become WFIL Philadelphia in 1935, Mr. Davis became an announcer-salesman there. Later the same year he became a minority owner and vice president and general counsel for WIBG, then a 250-w station operating in Glenside but covering parts of Philadelphia. The station went to 10 kw in 1942. WIBG-AM-FM (fm was added in 1948) was sold, along with WPFH (TV) Wilmington, Del., to Storer Broadcasting Co. for $5.7 million in 1957. WPFH, later WVUE (TV), now is off the air. Last Feb. 23, Mr. Davis represented Gov. David L. Lawrence at a ceremony marking WIBG's increase to 50 kw.

In August 1944 Mr. Davis was named general counsel and labor relations director of NAB under then-President J. Harold Ryan, now vice president of Storer and who, Mr. Davis feels, is the "finest man in broadcasting." Remaining there till April 1946, Mr. Davis set up NAB's first separate labor relations department. He worked with Rosel H. Hyde, then FCC assistant general counsel, in preparing FCC forms which "satisfied both FCC and broadcasters"; helped attack fm and tv allocations problems; helped set up a hearing consultation system for FCC and Washington communications lawyers and otherwise "hashed and rehashed industry problems to get a spirit of cooperation."

In 1945, Mr. Davis acquired controlling ownership of WALL, with Roger W. Clipp holding the rest of the stock. The company purchased WSPB last December from John B. Browning and associates.

Public Service Exponent • In 1949 Mr. Davis helped incorporate the Philadelphia Radio & Tv Broadcasters Assn. and remained as general counsel until January 1952. At that time he took office as judge of Philadelphia Court of Common Pleas No. 4, an elective office which he won in November 1951. Mr. Davis served as judge in this court until he resigned last year to run for lieutenant governor.

PENNSYLVANIA'S LT. GOV. DAVIS
Three decades in broadcasting

Active in public life and Democratic politics during all his career, Mr. Davis was chief counsel for a committee of the Pennsylvania House of Representatives which investigated housing in Philadelphia from March-July 1931; he was secretary of the Pennsylvania Labor Relations Board from July 1937 to February 1939; he ran on the Democratic ticket in 1941 for the same judgeship he held from 1952-58 and he ran in 1945 for judge of the Pennsylvania Superior Court.

On National Scene Too • He was a presidential elector in the Roosevelt-Truman victory in 1944. He has sat on the Philadelphia Council of Defense's trial board and was commander of the control center there during World War II.

Mr. Davis, reflecting on what radio has done and can do, has some ideas of his own about the medium's achievements in the past and its outlook for modern times. It has developed from its early novelty as "one of the entertaining media" into a news and entertainment service on which everyone depends, he says, and "has made all of us conscious of the great value of news." Through creative programming, he feels, it has become the greatest public information and entertainment medium.

But it's his opinion broadcasters shouldn't forget the elements which gave radio its top position. "I believe the popularity of *Lawrence Welk's Champagne Music* on television should serve as a beacon to radio station operators throughout the U.S."

Mr. Davis doesn't mind getting to specifics: "I firmly believe that were the networks to give thought to recreating the network programming of the 1930s and 1940s, they would give newspapers real competition for the advertising dollar. It is my belief that the format of news, music, weather, time and special events which made network radio a household necessity can bring it back to its former strength, usefulness and financial profit to both the outlets and the networks."

This format has been stressed at WALL and WSPB and the stations' "real interest" in public service aspects is added to "make up a well-balanced program for the listeners in the true tradition of the public welfare, interest and convenience of our communities and their residents."

Mr. Davis married Eva B. Pierson of Conshohocken, Pa., in 1932. They have three children—Patricia Anne 22, Carole Joan 16 and John Morgan Jr. 10—and live in Philadelphia.

Ethics can be expensive

FOR the past three years the Television Code Review Board has been advising stations that the commercials for Preparation H, a hemorrhoid remedy, are unacceptable.

For the same three years a growing list of stations has been accepting them.

At latest count 142 stations, 60 of them code subscribers, were carrying the commercials, despite the action of the NAB Television Board a fortnight ago in withdrawing the code seal from eight stations.

Code subscribers or no, 27% of all operating commercial television stations are carrying a campaign which has been repeatedly denounced by the Television Code Review Board. Or, to put it another way, by the code board's measurement television is now only 73% pure.

This would be an alarming degree of impurity indeed—if Preparation H were clearly and unarguably undesirable. But to judge from the division of opinion, it is not. The code board and the majority of code subscribers say the commercials are offensive to the degree of violating the code. But a substantial minority of code subscribers disagrees.

The minority is big enough to damage the code if the conditions of rebellion persist. One side has to give. It would be easier for us to suggest which side it ought to be if we were convinced that the issue was being argued strictly on principle. But it isn't. Economics are involved.

With a number of prominent exceptions the code subscribers that have defied the code board are carrying Preparation H because they need the business, or at least think they do. With an equal percentage of exceptions, the subscribers that have accepted the board's ruling are stations that have less trouble in finding accounts.

To over-simplify, the haves are ranked against the have-nots. This leads to the question: Is the code only for the affluent? If the answer to that is yes, television must try to live with a double standard of morality. Anyone who has seen people try to live that way knows the insecurity of their lot.

The big image

THE five-man committee appointed last week to implement the massive public relations program for television has a bigger job than its announced assignment. Inexorably involved is the future shape of the NAB itself.

The predecessor Television Information Committee, which on a crash basis evolved a broad PR plan, was formed because of obvious, if undisclosed, dissatisfaction with the NAB's handling of public relations affairs. Ostensibly, the five-man NAB Tv Board committee is to "investigate the financial, organizational and functional relationships between the proposed program and the NAB and other industry organizations."

Actually, however, the new committee, headed by veteran broadcaster Clair McCollough, must approach its work with regard to the bearing it will have upon the NAB's existing organization and its future.

In recent months, serious questions have been raised about NAB's stewardship in practically all areas except labor relations. Individual broadcasters as well as networks have expressed misgivings about the association's current effectiveness and whether it has kept pace with the times.

Financially, concern is being evinced over the million dollar budgets for the NAB, TvB and RAB, aside from dues paid to special interest organizations created because of "conflicts of interest" which have caused NAB to straddle in matters before regulatory agencies and Congress.

The critical "image" problem of television provoked the establishment of the Petersmeyer Committee. Because of concern about NAB's ability to undertake this assignment, the enabling resolution specified the campaign "is to be conducted in liaison with the NAB, but is to be undertaken as a major new effort and separately staffed, operated and financed."

The Petersmeyer Committee did what was expected of it and did it well. It developed a fully-integrated plan in little more than a month. This did not meet with the complete approval of the NAB Tv Board. If it had, there would have been no reason to appoint the new committee.

Even should the McCollough Committee confine its report, due June 17, to the television PR issue, the combined NAB Radio-Tv Board inevitably must cope with the whole question of trade association status. About $4 million is being paid by broadcasters annually for trade association activity. The big question to be resolved is whether the time has come for a "federation" to supersede these various disjointed activities, with the critical assignments in government (lobbying) and public relations to be handled by the core of what now is the NAB. To us the answer is an obvious "aye."

Tinkering with time

THE FCC, to paraphrase one of the sages, must love the radio daytimers because it has created so many of them.

Now the daytimers, most of them authorized after World War II, are snapping at the FCC. They don't want to be restricted to sunrise to sunset operation. They want to operate from 6 a.m. to at least 6 p.m. And they're importuning Congress to do something about it.

These stations are not strictly "little fellows." Many of them operate on regional and clear channels with from 1 to 5 kw. To permit them to operate before sunrise and after sunset would cause interference with dominant stations which, in the case of most regionals, have installed expensive directionals to suppress interference and maximize service.

What the advocates are trying to do is to substitute political action for sound engineering. That is the intent of HR 6676 introduced by Rep. Shipley (R-Ill.). Interference is bad enough in the broadcast band as it is. To permit some 900 daytimers on regional channels to transmit before sunrise and after sunset, without providing directional protection, would make a further shambles of the broadcast band.

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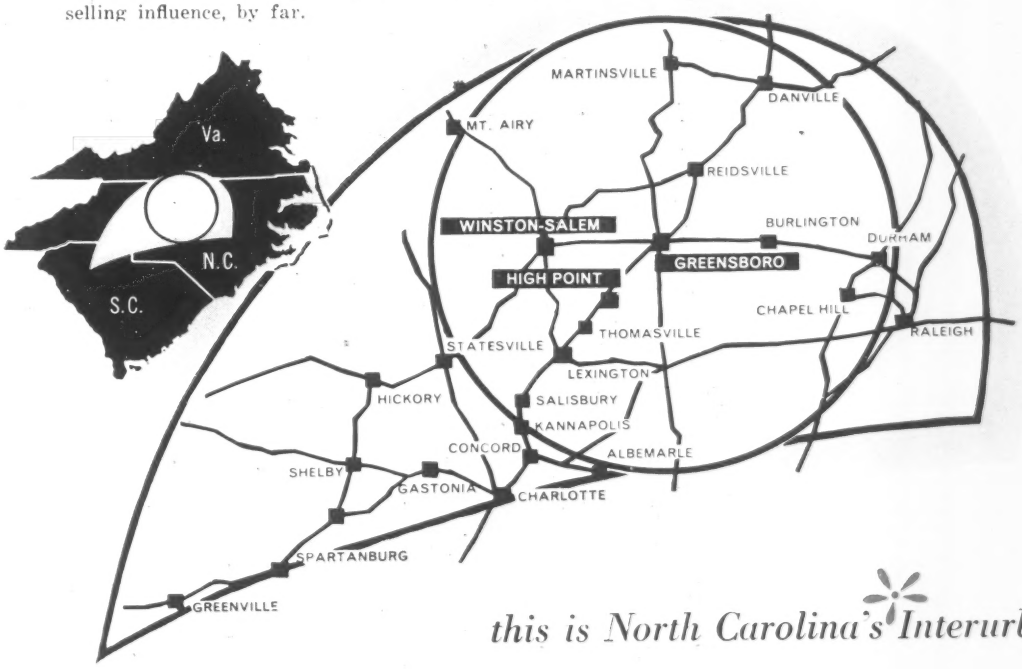
It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

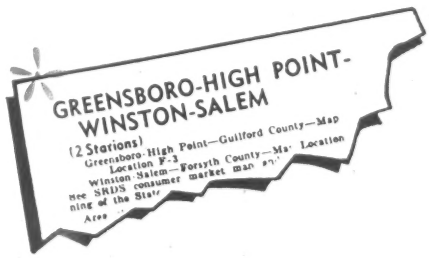
Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.

and it's dominated by

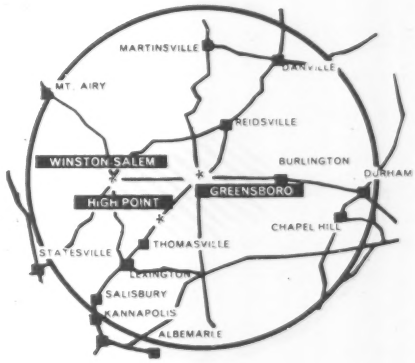
wfmy-tv



this is North Carolina's Interurbia



. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.



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